

THE DECISION TO BUY “MADE IN MOZAMBIQUE”

By

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DECLARATION

I, the undersigned, hereby declare that this dissertation titled, THE DECISION TO BUY “MADE IN MOZAMBIQUE”, is my own work, and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

SIGNATURE

(MISS M A MACAMO)

DATE

TABLE OF CONTENTS

SUMMARY	1
CHAPTER 1: SCIENTIFIC BACKGROUND TO THE RESEARCH	3
1.1 INTRODUCTION	3
1.2 BACKGROUND OF THE RESEARCH	3
1.2.1 Background	4
1.3 THE DECISION TO BUY “MADE IN MOZAMBIQUE”	7
1.3.1 The "Made in Mozambique" Campaign	7
1.4 PROBLEM STATEMENT	10
1.4.1 Motivation of the Research	11
1.4.2 General Research Question	13
1.4.3 The Specific Research Questions	13
1.5 AIMS OF THE RESEARCH	14
1.5.1 General Aim	14
1.5.2 Specific Aims	14
1.6 THE PARADIGMATIC PERSPECTIVE OF THE RESEARCH	15
1.6.1 The Relevant Paradigms	16
1.6.2 Methodological Convictions	17
1.7 RESEARCH DESIGN	18
1.7.1 Research Variables	Error! Bookmark not defined.
1.7.2 Type of Research	19
1.7.3 Description of the Research Design	20
1.7.4 Roles	21
1.7.5 Units of Analyses	21
1.7.6 Methods to Ensure Validity and Reliability	21
1.8 RESEARCH METHODOLOGY	23
1.9 PHASE 1: LITERATURE REVIEW	24
1.10 PHASE 2: EMPIRICAL STUDY	25
1.11 CHAPTER DIVISION	26
1.12 CHAPTER SUMMARY	28

CHAPTER 2: PERSONAL CONSTRUCT THEORY AND MEANS-END THEORY	29
2.1 INTRODUCTION	29
2.2 PERSONAL CONSTRUCT THEORY	29
2.3 MEANS-END THEORY	31
2.3.1 The Laddering Technique	34
2.4 CHAPTER SUMMARY	37
CHAPTER 3: CONSUMER PSYCHOLOGY	38
3.1 INTRODUCTION	38
3.2 THE DEFINITION OF CONSUMER PSYCHOLOGY	38
3.2.1 Consumer Decision Making	38
3.2.2 Consumer Motivation	41
3.2.3 Consumer Attitudes	45
3.2.4 Consumer Perception	51
3.3 THE CONCEPTUAL INTEGRATION OF THE ABOVE THEORIES AND APPROACHES	58
3.4 CHAPTER SUMMARY	59
CHAPTER 4: METHODOLOGY	60
4.1 INTRODUCTION	60
4.2 METHOD	60
4.3 POPULATION AND THE SAMPLE	62
4.4 DATA COLLECTION AND MEASURING INSTRUMENTS	63
4.4.1 Laddering Technique	63
4.5 DATA PROCESSING AND ANALYSIS	66
4.6 OPERATIONAL REVIEW OF THE PROBLEM STATEMENT	69
4.7 ETHICAL CONSIDERATIONS	70
4.8 CHAPTER SUMMARY	70
CHAPTER 5: RESULTS	72
5.1 INTRODUCTION	72
5.2 BIOGRAPHICAL DATA	72
Gender and Age Distribution	72
5.3 LADDERING FINDINGS	73
5.4 ADDITIONAL QUESTIONS	97

5.4.1	Preference to Buy National or Imported Products	98
5.4.2	The “Made in Mozambique” campaign	98
5.5	SUMMARY AND INTEGRATION OF RESULTS	101
5.6	Chapter Summary	105
	CHAPTER 6: CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS	106
6.1	INTRODUCTION	106
6.2	CONCLUSION	106
6.2.1	Literature Review conclusions	106
6.2.2	Conclusion Regarding the Empirical Research	108
6.3	LIMITATIONS OF THE RESEARCH	109
6.3.1	Limitations of the Literature Review	109
6.3.2	Limitations of the Empirical Study	109
6.4	RECOMMENDATIONS OF THE RESEARCH	110
6.4.1	Recommendations for the Government and the Local Entrepreneur for Strategic Action Plans Based on the Research Findings	110
6.4.2	Recommendations for the Practice of Industrial and Organisational Psychology, particularly Consumer Psychology, and for Further Research Based on the Research Findings	112
6.5	INTEGRATION OF THE RESEARCH	112
6.6	CHAPTER SUMMARY	113
	REFERENCES	114
	APPENDIXS	I
8.1	APPENDIX A: AN EXAMPLE OF A LADDERING INTERVIEW	I
8.2	APPENDIX B: PROBING QUESTIONS	IV
8.3	APPENDIX C: ADDITIONAL QUESTIONS	V
8.4	APPENDIX D:- RANKING OF THE LADDER ITEMS	VI
8.5	APPENDIX E : IMPLICATION MATRIX	VIII
8.6	APPENDIX F : CONSENT LETTER	XV

LIST OF TABLES

Table 1: Sample demographics.....	72
Table 2: Ranking of the 25 frequently indicated items in ladders	75
Table 3: Summary of elicited ACV at 3.5 cutoff value	102

LIST OF FIGURES

Figure 1: Flow Diagram of the Research Method	24
Figure 2: Laddering Technique.....	35
Figure 3: Simple Model of Consumer Decision Making	40
<i>Figure 4: Tricomponent attitude model</i>	<i>48</i>
Figure 5: A simplified version of the Theory of Reasoned Action	50
Figure 6: A Means-End Model Relating Price, Quality, and Value	53
Figure 7: The Perceived Quality Component.....	56
Figure 8: Integration of consumer approaches and theories.	59
.Figure 9: Data collection process	61
Figure 10: Illustration of HVM	69
Figure 11: Frequency count for the 25 top ranked motives	76
<i>Figure 12: HVM for summary of overall ladders at 3.5 cutoff value</i>	<i>78</i>
Figure 13: HVM for overall male participants at 3.5 cutoff value	80
Figure 14: HVM for female overall at 3.5 cutoff value.....	82
Figure 15: HVM for age range 18-34 overall at 3.5 cutoff value	83
Figure 16: HVM for overall 35-54 age range - 3.5 cutoff value	85
Figure 17: HVM for males at age 18-34 – 3.5 cutoff value	86
Figure 18: HVM for females at the age range 35-54 – 3.5 cutoff value	88
Figure 19: HVM regarding relationships with well-being at 3.5 cutoff value.....	90
Figure 20: HVM for satisfaction motivation at 3.5 cutoff value.....	92
Figure 21: HVM for the quality attribute at 3.5 cutoff value.....	93
Figure 22: HVM for cost attribute at 3.5 cutoff value	94
Figure 23: HVM for national attribute at 3.5 cutoff value.....	96

SUMMARY
THE DECISION TO BUY “MADE IN MOZAMBIQUE”,
by

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SUPERVISOR : Professor J P R Joubert
DEPARTMENT : Industrial and Organisational Psychology
DEGREE : MA (Industrial Psychology)

This study aims at understanding the decision to buy “Made in Mozambique” products, which is important for developing marketing strategy and promoting national products.

To explore the factors influencing consumers’ buying decisions, means-end theory and its associated methodology provide a useful framework for understanding why people buy “Made in Mozambique” rice by characterising the relationships between the attributes, consequences associated with those attributes, and the values those consequences help reinforce.

Methodology: a total of 20 consumers were interviewed. It is important to mention that only rice was used in this study. The laddering interviewing technique was then used to link these chains of meanings. Analyses and interpretation of the resulting data provide an effective complement for studying consumer purchasing motives and suggest recommendations for managerial practice and future research efforts.

Summary of the study findings include: (i) **Attributes**: Quality, cost, national; (ii) **Consequences**: healthy, well-being, affordable, trust, contribution, and fulfillment; and (iii) **Values**: Feeling happy, longevity and self-esteem.

The theoretical component of this research covers the definition and discussion of Means-end theory and consumer decision-making.

KEY TERMS

“Made in Mozambique”, Laddering, Hierarchical Values Map (HVM), Consumer, Decision, Attributes, Consequences and Values.

CHAPTER 1: SCIENTIFIC BACKGROUND TO THE RESEARCH

1.1 INTRODUCTION

The focus of the present research falls on the decision to buy “Made in Mozambique”, investigating the key rice attributes, consequences and personal values underlying the decision-making process.

This chapter begins with an outline of the background and problem statement of the research, followed by the formulation of the aims of the research, an overview of the paradigm perspective, research design and methodology of the study. The layout of the study and chapter summary will conclude this chapter.

1.2 BACKGROUND OF THE RESEARCH

The context of the present research is Consumer Psychology as a sub-field of Industrial and Organisational Psychology, focusing mainly on the study of the interactions between consumers and organisations, while the main focus of the said research falls on Consumer Behaviour.

It is understood that Consumer Psychology can be defined as the study of how people relate to the products and services that they purchase or use (Psi Chi, October 2007); in other words, it is the study of human responses to product and service-related information and experiences. These responses, as well as the beliefs and judgments, emotions, buying decisions, and consumption practices are important (Van Ittersum, 2002).

Consumer Behaviour refers to the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and the impacts that these processes have on the consumer and society. It can be defined as the behaviour that consumers display when searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. It focuses on how consumers

make decisions to spend their available resources (time, money, and effort) on consumption-related items That includes what they buy, why they buy it, when they buy it, where they buy it, how they buy it, how often they use it, how they evaluate it after buying and the impact of such evaluation on future buying, and how they dispose of it. (Schiffman & Kanuk, 2004). It is therefore evident that the study of consumer behaviour makes a major contribution and is of considerable relevance given the fact that this field of science studies the psychological variables that influence the behaviour of consumers, and Consumer psychology provides opportunities to analyse factors which are most important when people decide to buy a particular product.

1.2.1 Background

Over a period of time, the importance of national borders disappeared, and the opportunities for the globalisation of business and markets have escalated even further, as a result of increasing information dissemination techniques, technological developments in logistics, and the emergence of global media (Belk, 1996, Ter Hofstede, Steenkamp & Wedel, 1999).

The appearance of trade blocs (e.g., SADC, European Union (EU) and global trade agreements (e.g., World Trade Organisation - WTO) has accelerated this process even further. In response to these developments and in order to increase the efficiency of their business, companies began to introduce global brands. These brands functioned as carriers of global marketing operations. Global brands are standard products being marketed across the globe with the same brand name. It is suggested that owing to the appearance of global brands, cultural boundaries are weakening and tastes and preferences are converging (Belk, 1996, Usunier, 1996).

The appearance of global brands contributes to consumers' awareness of the potential loss of cultural identity as a result of globalisation. Also, with the loss of numerous specific local products, the options of consumers to preserve and support their cultural inheritance and own identity diminish. Furthermore, the appearance of global brands decreases the variety in product supply and, as a result, may trigger consumers' desire for variety. Both the consumers' perception of the potential loss of

their cultural identity and their desire for variety increase the demand for acknowledging local differences as well as that for distinct product characteristics in product offerings (Van Ittersum, 2002).

Globalisation is considered one of the most important and challenging market characteristics of the current era (Van Ittersum, 2002). The “disappearance” of national borders increases the accessibility of markets, resulting in intensified competition. Consequently, it becomes increasingly difficult for developing countries and their entrepreneurs to compete successfully in national, regional or international arenas. Such competition forces the Governments of these countries as well as their entrepreneurs to think of creative strategies for survival. This trend of global and regional integration, characterised by an increasing exposure of the consumers to the global scale, represents an escalating challenge, forcing the countries to promote internal or local products by means of campaigns with a view to emphasize the importance of consuming local products, thus influencing, in that sense, the consumer's decisions and choice (Van Ittersum, 2002).

Because of the need to stimulate local consumers to buy “Made in Mozambique” products, to compete in the increasingly globalised and competitive market, Governments and entrepreneurs must strategically rethink ways to attract and retain consumers, as well as to promote quality of the products in order to compete with that of the international market (Van Ittersum, 2002).

Mozambique's economy is based on a *market economy*, where the equation of the searching for and offering of goods and services determines the prices of the market. This situation is conjugated with the free circulation of goods that gradually invade the country and appears irreversible owing to the globalisation phenomenon.

Mozambique must therefore adopt an industrial strategy of development of agricultural industries (this sector is the primary industry chosen to compete with its products at regional level) with a view to enabling the primary processing of agricultural products and increasing the added value of the products derived from this industry.

This process will reach the national industry by means of: (i) an increase in production; (ii) gaining the competitive edge amongst the agricultural industries; (iii) know-how; (iv) increased savings that reflect in the reduction of the production costs and consequently, the reduction of the price to the consumer; and (v) better quality products, which besides being consumed within the country, can be exported, given the fact that the country enjoys comparative advantages with regards to the agricultural sector, such as climatic advantages, abundance of water resources, human resources, and other related resources (Instituto Nacional de Estatística - INE, 2006). Instituto Nacional de Estatística – INE (the National Statistics Institute), is the government body in Mozambique, responsible for country's main statistical information..

The dissemination of information is becoming crucial, considering that a consumer is in a position to make the right choice, only if he or she knows the advantages that a product represents relative to other competitive products independently of the price (Instituto Nacional de Estatística - INE, 2006).

According to Forever Pemba (2006) Mozambique is a country with quite a high illiteracy rate (about 52% of the population), with about 80% of the population being involved in agriculture and a very low GDP per capita. This situation leads to the fact that when people make choices as rational consumers, they consider price, quality, and satisfaction (value). Therefore, if the product is relatively cheaper and satisfies the consumer, he/she will choose the said product rather than a more expensive one, which the advantages are not known (quality) (Instituto Nacional de Estatística - INE, 2006).

1.3 THE DECISION TO BUY “MADE IN MOZAMBIQUE”

While national products have a long history, their importance, both from a demand and a supply-side point-of-view, is increasing, partly as a reaction to the globalisation of markets.

The history of marking products for the purposes of differentiation and identification can be traced back to ancient Egypt. In those days, brick-makers marked their bricks in order to identify their products. Further, by placing their own personal mark on their animals, farmers in ancient Egypt indicated who owned which animal (Nevett & Nevett, 1994). Even in the early days, the use of the place of origin was not limited to identification purposes. Places of origin were also used to signal quality (Van Ittersum, 2002).

1.3.1 The "Made in Mozambique" Campaign

According to *Agencia de Informacao de Mocambique - AIM* (2006) (Agencia de Informação de Moçambique - AIM (Mozambique Information Agency), is one of the main media organisations in Mozambique), Mozambique was one of the eleven countries that ratified the trade protocol of the SADC, and has contributed significantly to the development of the region and.

. The protocol, which came into effect, gives origin to the largest trade free-zone of the African continent. In total, a potential market of 200 million consumers. Starting from this date, the member states, South Africa, Botswana, Lesotho, Namibia, Malawi, Mauritius, Mozambique, Swaziland, Tanzania, Zambia and Zimbabwe, which have adhered to this protocol, began a phase of reduction and/or elimination of the customs tariffs and other non-tariff barriers. The transition phase will continue for eight to 12 years, depending on the category of the products and the development of the countries.

Besides the free circulation of goods and services, the protocol defines another main area of cooperation: the fostering of direct foreign investment in the SADC area (as a means for economic development), expected to be attracted by the potential of a

market of 200 million people, a gross domestic product of 180 million dollars and abundant natural resources (*Agência de Informação de Moçambique -AIM* 2006).

Given the above, on 16 January 2006, the Ministry of Industry and Trade launched a "buy Mozambican" campaign, intended to help revive the industries of the country. "The consumption of our national produce is very low, because we import much more than we export", said the Minister of Industry and Commerce, Mr. António Fernando. "Our challenge is to try and reverse this scenario, in a coordinated way, by producing more", further stated Mr. António Fernando.

The Ministry of Trade and Industry also initiated the "Made in Mozambique" campaign, seeking to promote the consumption of Mozambican goods and to boost the production of quality goods as a means to prepare local industry to compete in an integrated SADC. The government was concerned that if local products were inferior in terms of quality, Mozambique would lose market share once free trade was introduced between the SADC trade members. There is some urgency about boosting Mozambique's own industrial production, and building up a domestic market for it, since tariff barriers throughout southern Africa are gradually diminishing as the SADC Trade Protocol is being implemented.

The government fears that if Mozambique does not adequately prepare for the Southern African free trade area, then the country will be condemned to live off imports, mostly from South Africa. Currently South African goods dominate the Maputo market. Thus, although an abundance of fruit grows in Mozambique, almost all the fruit juice consumed in Mozambique is imported from South Africa. Despite the revival of the national cattle herd in recent years, this is not reflected in the dairy produce - virtually all the butter and cheese in Maputo stores is South African.

The campaign was launched to promote Mozambican produce. It was also established with the aim of increasing and guaranteeing the quality of the goods produced in Southern African countries by providing technical assistance to those who agreed to carry the stamp.

The factors hindering Mozambican industry include the difficulty in obtaining credit, the country's poor road network, and sometimes an unreliable electricity supply (though this problem is gradually being overcome with the extension of the national grid, based on the Cabora Bassa dam, throughout the country). The Minister stressed that the government is trying to make the business environment in Mozambique more flexible and attractive. "Matters such as financing are being gradually solved", he claimed.

During the development of the "Made in Mozambique" campaign, the ministry of trade and industry said that 30 companies would display the "Made in Mozambique" stamp. At the launch of the campaign only two companies had signed up.

Several business people present objected to the use of the English phrase "Made in Mozambique"; since Portuguese is the country's official language, they wanted the Portuguese equivalent "*Produzido em Moçambique*" used instead. The Minister did not regard this as particularly important. "If we think 'Made in Mozambique' doesn't sound right, then we can change it and use 'Produzido em Mocambique' instead. But right now we have to continue with 'Made in Mozambique'" said Mr. António Fernando.

There are also some difficulties in establishing precisely what constitutes a "national product", the Minister admitted. "There are imported products, which are packaged in Mozambique", he said. The question that arises is whether these products should be regarded as being Mozambican. Mozambican industry has faced a further problem regarding contraband: therefore, smuggled sugar from Zimbabwe was one of the threats facing Mozambican sugar producers.

LAM (Mozambique Airlines) is the first company certified with the "Made in Mozambique" seal awarded by the Ministry of Industry and Trade, and now all LAM planes bear the logo Made In Mozambique, a trade mark of Mozambican Pride, of the valorisation of what is produced in Mozambique (*Agência de Informação de Moçambique -AIM* 2006).

1.4 PROBLEM STATEMENT

Against the foregoing background, this study was conducted in Maputo City, Mozambique and is aimed at investigating factors that influence local urban consumers in their decision to buy “Made in Mozambique” products. The project involved interviews in shopping places as well as non-shopping environments.

What are the attributes, consequences and personal values underlying urban Mozambican consumers’ decision to buy “Made in Mozambique” products?

Consumers are likely to buy impulsively and are influenced not only by the family and the social environment, but also mood, situation and emotion. Inherent psychological factors (motivation, perception, learning, personality, and attitudes) influence consumers’ recognition of a need (Schiffman & Kanuk, 2004).

“As consumers, each of us has a vast number of attitudes towards products or services. Whenever we are asked whether we like or dislike a product or service, we are being asked to express our attitudes” (Schiffman & Kanuk, 2004 p.251).

This study focuses on motive-based factors, in particular, psychological elements in consumer decision-making. By understanding which attributes, consequences and personal values matter most in consumer decisions, light can be shed on what the government and entrepreneurs should consider, in order to enhance demand for local products.

Despite the increasing interest in Mozambique and the related marketing opportunities, the amount of research into the local or national products on consumer behaviour remains relatively scarce. Often, research is limited to specific national products (i.e., case studies) and conducted without the intention to obtain fundamental insights into the mechanisms underlying consumers’ buying decisions with respect to these products. Gaining basic insights into the motives underlying consumers’ decision to buy “Made in Mozambique” products and the processes underlying that decision, would enable the Government and entrepreneurs to develop, position and market national products more effectively as well as rendering the “Made

in Mozambique” campaign successful. Further, these insights would contribute to the understanding of the place-of-origin effect, encompassing both the national and imported effect.

1.4.1 Motivation of the Research

Gaining understanding of the attributes, consequences and personal values involved in Mozambican consumers’ decision to buy “Made in Mozambique” products is important, in order to infer whether the said campaign will be sustainable as well as to predict its future role in consumers’ satisfaction. More specifically, it is intended to gain insights into the processes underlying the relationship between the national products and the motives of the consumer, their preference and how they initiate, direct and terminate consumer decision-making and behaviour. In order to accomplish this, an analysis of decision-making processes regarding national products will be conducted. An understanding of these processes would enable the Government of Mozambique and entrepreneurs to utilise the “Made in Mozambique” cue more effectively and pro-actively when developing, positioning and promoting national products.

The benefits that the proposed research may bring to the Mozambican Government and entrepreneurs rest on the fact that the research findings will help to revise marketing strategies that would position the country in the national, regional and international market with a more competitive advantage, particularly with the integration the SADC regional.

With this in mind, it is interesting to find out whether Mozambican consumers prefer to buy “Made in Mozambique” products, what are the attributes, consequences and personal values involved. The intention in understanding the above, is to arrive at a tentative inference with regard to the probable success of the “Made in Mozambique” campaign initiative as well as its sustainability, taking into consideration the behaviour of the Mozambican Consumer towards a decision to buy “Made in Mozambique” products.

From the recommendations, the government could adapt and improve its marketing campaign and strategy with regard to the “Made in Mozambique” initiative, by means of a better public policy design. This should enable a more efficient reach of the consumers.

According to the information that the present researcher was able to gather from the market, no studies covering this topic have been conducted in the country. At the international level, a study which the researcher will employ to serve as a reference is: *The Role of Region of Origin in Consumer Decision-Making and Choice*, (Van Ittersum, 2002).

Based on the research findings, the current researcher will propose recommendations which should enable the government and entrepreneur to examine and understand what motivates consumers to buy national products, as well as the processes underlying this behaviour. This should furthermore assist in optimising marketing delivery.

The potential contribution that the present study aims to make to the scientific and applied fields of Consumer Psychology, as a sub-field of Industrial and Organisational Psychology, is to enhance understanding and knowledge as well as the application thereof, and the possible leveraging of its value in Mozambique. The practical application and value of this study, based on its findings, is to enable the formulation of recommendations for the practice of Industrial and Organisational Psychology, in particular, Consumer Psychology, for further research. It is evident that research in this field is worthwhile, given the fact that these findings will lead to the understanding of possible attributes, consequences and personal values involved in the buying decision.

Industrial and Organisational Psychology should also benefit from the research findings considering that these will add value, not only for future research in the field of consumer psychology, but also to test current state-of-the-art. The research findings may also be regarded as an initial step towards compilation of a body of knowledge on the consumer decision-making in Mozambique, through the

investigations and application of means-end theory as well as the use Hierarchical Value Mapping across cultures.

1.4.2 General Research Question

The general research question that requires further investigation is to understand what attributes, consequences and personal values underlie the decision to buy “Made in Mozambique” products.

Despite the fact that only two companies had signed up for the campaign (by the period in which the current research was conducted), this should not be regarded as an indication that the prominence of “Made in Mozambique” products can be questioned. The campaign is still very recent and it would be premature to forecast its success with some precision, given the fact that both producers and consumers are still in the phase of understanding the concept as well as its intentions.

Given the above, the researcher intends to investigate the research question from the perspective of hypothetical “Made in Mozambique” products. It is not to have an influence on attitudes and decision intent by consumers, but to gauge the current state-of-art with regard to motives influencing decision-making, in order to predict possible success of the campaign, as well as to provide government and entrepreneurs with findings and recommendations that may assist in defining strategy for the success of the campaign.

Hypothetically the researcher is motivated by the belief that Mozambican consumers have a preference for purchasing national products; and hence the “Made in Mozambique” initiative will be sustainable, taking into consideration the behaviour of Mozambican consumers who prefer consumption of national products.

1.4.3 The Specific Research Questions

To gain a better understanding of the decisions made by consumers to buy “Made in Mozambique”, the following key research questions were addressed in this dissertation:

In terms of the literature review, the following specific research questions have been proposed in order to justify the methodological approach:

- What does personal construct theory and means-end theory postulate?
- What are the latest research findings with regard to consumer decision-making, the influence of attitudes, motivation and perceptions on the decision to buy?

In terms of the empirical study, the following specific research questions have been proposed:

- What attributes, consequences and personal values underlie the decision to buy “Made in Mozambique” products in a sample of respondents from the urban Mozambique consumer environment?
- What recommendations can be formulated, to the Mozambican Government and entrepreneur, for strategic action plans based on the findings of this study?
- What recommendations can be formulated for the practice of Industrial Psychology, in particular, Consumer Psychology, regarding further research based on the findings of this study?

1.5 AIMS OF THE RESEARCH

Given the specific problem to be investigated, the aims of the proposed research are:

1.5.1 General Aim

The aim of this study is to find out what attributes, consequences and personal values are involved in the consumer buying decision. This is analysed in relation to personal constructs defined within the interpretivist paradigm of psychoanalysis and therefore indicative of consumer decision-making.

1.5.2 Specific Aims

In terms of the literature study, the specific aims of this study are to:

- 1 Present an overview of the personal construct theory and means-end theory;
- 2 Present an overview of the latest research findings with regard to consumer decision-making, the influence of attitudes, motivation and perceptions on the decision to buy.

In terms of the empirical study, the specific aims of this research are to:

- 1 Investigate consumer attributes, consequences and personal values, underlying the decision to buy “Made in Mozambique” products within a sample of respondents from the urban Mozambican consumer environment;
- 2 Formulate recommendations for the Government and the local entrepreneur with regards to strategic action plans based on the research findings; and
- 3 Formulate recommendations for the practice of Industrial and Organisational Psychology, in particular, Consumer Psychology, for further research based on the research findings.

1.6 THE PARADIGMATIC PERSPECTIVE OF THE RESEARCH

Mouton and Marais (1990, pp. 7-9) postulate that one of the characteristics of research in the social sciences is that different research traditions and paradigms may be found within each of the descriptive methodologies; hence social science descriptions are multi-paradigmatic, due to the fact that they are not as exact a science as the natural sciences, and paradigmatic predictions are made within the notion of probability or levels of acceptance, usually determined by means of statistical analysis.

As Kuhn (1970) argues, a paradigm is a model for conducting a normal study and can be defined as a set of rules and regulations that clarify boundaries for the researcher regarding what should be researched and how the research should be conducted. Paradigms also determine parameters for success in terms of what would be regarded as valid research solutions.

The present research have been conducted within the field of Industrial and Organisational Psychology, defined as the scientific study of the relationship between people and their world of work, or the adjustment people make to the environment, people they meet, and the things they do in the living process (Guion, 1965). The particular emphasis of this research is placed on Consumer Psychology, which is the study of how people relate to products, and services that they purchase or use, by examining the consumers' decision making processes and the ways in which the consumers gather and analyze information from the environment. Consumer behaviour is the study of individuals, groups, or organisations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy their needs, constitutes a key element of the study (Schiffman & Kanuk, 2004).

The paradigmatic perspective adopted in this research is outlined in terms of consumer motives and consumption practices with a view to obtain new ideas for a promotional campaign and rethinking new strategies.

1.6.1 The Relevant Paradigms

The relevant paradigms that characterise research methodology applied for the present study are presented below:

1.6.1.1 Psychoanalytic

In 1939, Ernest Dichter began to employ Freudian psychoanalytic techniques in order to understand the hidden motivations of consumers. By the late 1950s, his research methodology (called motivational research), which was essentially a qualitative approach, was widely adopted by consumer researchers. As a result of Dichter's work and subsequent research designed to search deep within the consumer's psyche, consumer researchers presently employ two different types of research methodology to the study of consumer behaviour – quantitative research (Positivism) and qualitative research (Interpretivism) (Schiffman & Kanuk, 2004).

a) Positivism

Positivism is also known as modernism, logical empiricism, operationalism, and objectivism. The purpose of this paradigm is to predict consumer actions. The assumption of this paradigm is that consumers make decisions after weighing the alternatives (Schiffman & Kanuk, 2004).

b) Interpretivism

Interpretivists are also known as experientialists and postmodernists. Interpretivism is also known as naturalism, humanism, and post positivism. The purpose of this paradigm is to understand consumption practices in order to obtain new ideas for promotional campaigns and the rethinking of marketing strategies. The assumption of this paradigm is that each consumption experience is unique (Schiffman & Kanuk, 2004).

The current study will be based on the interpretivist paradigm.

1.6.2 Methodological Convictions

The framework proposed by Mouton and Marais (1993), whose purpose it is to incorporate the five dimensions of social science research, namely sociological, ontological, teleological, epistemological and methodological.

1.6.2.1 Sociological dimension

The sociological dimension indicates that scientists operate within a clearly defined community linked in research networks that form the basis for further research. This current research will focus on the interpretivist approach, and will make use of the research networks.

1.6.2.2 Ontological dimension

The ontological dimension refers to the discussions and disputes concerning the various ways in which research domains can be defined and classified, and defines the reality being measured. The present research will focus on attributes,

consequences and personal values, and the results will be generalised to qualify the consumer decision to buy “Made in Mozambique” products.

1.6.2.3 Teleological dimension

This dimension refers to the fact that social science is goal-driven, with practical and theoretical research objectives or outcomes. The goals of the present undertaking are definitive, namely to investigate the attributes, consequences and personal values underlying the decision to buy “Made in Mozambique” products. This dimension aims at furthering the subfield of Consumer Psychology by expanding the body of knowledge with regards to consumer decision-making processes.

1.6.2.4 Epistemological dimension

This dimension relates to the search for truth, indicating that the aim of research is to generate valid findings which are as close to the truth as possible. The current undertaking will attempt to achieve this dimension by means of a logical research design with a view to obtaining valid results.

1.6.2.5 Methodological dimension

The methodological dimension relates to the coherence of the application of scientific methods to the investigation of the phenomena. The research process followed in the present study will be described in more detail in the Methodology section in Chapter 4. It will involve data collection by means of laddering technique tools, data analysis and inference through scientific reasoning.

1.7 RESEARCH DESIGN

According to Babbie (1992), science is an enterprise dedicated to *finding out*, for which there are two major aspects of research design, firstly, it must be specified what to find out and secondly, how to determine the best way to find out.

Research design, according to Babbie and Mouton (2001, p. 72), “addresses the planning of scientific inquiry – designing a strategy for finding out something.” Mouton (2001, p. 44) defines a research design as a plan or blueprint of how one intends conducting the research. Mouton and Marais (1990, p. 34) refer to a research design as the arrangement of conditions for the collection and analysis of data in a way that aims to combine relevance to the research purpose with economy in procedure. To achieve this, the research design is discussed with reference to the description of the research design, unit of analysis, validity and reliability of the research project, and the variables.

The structure of the research design is highlighted below. In the present study, the researcher discusses the research variables, type of research and methods to ensure reliability and validity.

1.7.1 Type of Research

The current study will be conducted by means of the qualitative research approach, which implies that research questions will be explicitly stated, formulated beforehand and analysed continually during the employment of the analytical instruments (Babbie, 1995).

In order to establish whether Mozambican consumers display preferences for buying “Made in Mozambique” products as well as the attributes, consequences and personal values involved, the research design employed for the said study is exploratory (What are the attributes, consequences and personal values involved in buying decisions of Mozambican consumers?) (Babbie & Mouton, 2001).

Babbie (1992) points out that exploratory research is pursued by means of the use of, amongst other techniques, the interview and are exploratory studies most typically conducted with three purposes:

- 1) To satisfy the researcher’s curiosity and desire for better understanding – the aim of the present study is to gain insight into decisions to buy “Made in Mozambique” products;

- 2) To test the feasibility of undertaking a thorough study – the result of the study will help to test the feasibility of the “Made in Mozambique” campaign and to design a more careful strategy to promote the consumption of national products;
- 3) To develop the methods to be employed in a thorough study – according to the findings of the study, improved methods can be developed and implemented with a view to conducting a much more thorough study in the field of Industrial and Organisational Psychology, with a particular emphasis on Consumer Psychology as a sub-field of Industrial and Organisational Psychology.

1.7.2 Description of the Research Design

The present study employs qualitative research methods.

According to Bernard (1995), qualitative analysis is the search for patterns in data and for ideas that help explain the existence of those patterns. Qualitative analyses involve procedures that are not strictly formalised, while the scope is more likely to be undefined, and a more philosophical mode of operation is adopted. This method also focuses on personal interpretation based on interviews whilst the quantitative approach refers to studies of which the findings are mainly the product of statistical summary and analysis, the data of which can be read and manipulated by computerised statistical programmes (Babbie, 1992).

Given the nature of the research, the laddering interview technique will be applied for the collection of data.

Laddering refers to an in-depth, one-on-one semi-structured interviewing technique with the aim of developing an understanding of how consumers translate the attributes of products into meaningful associations with respect to the self. The technique is based on Means-end Theory, used to identify means-end chains (Gutman, 1982; Reynolds & Gutman, 1988).

1.7.3 Roles

The applicable role in the current dissertation is that of the researcher, who designed the research, structured the methods and reports, conducted the interviews, analysed the results, formulated the conclusions and presented recommendations.

1.7.4 Units of Analyses

Babbie (1992, p.5) stresses that one of the first steps in designing a research project involves a clarification of the unit of analysis, which is the object of attention. Units of analyses are those units the researcher examines in order to create summary descriptions of all such units and to explain differences among them. Variety of individuals may comprise the unit of analysis for social scientific research Babbie (1992). In the present study, the units of analysis are urban Mozambican consumers residing in Maputo.

The respondents reacted to questions formulated around the “Made in Mozambique” product attributes, consequences and personal values that are considered when making a decision to buy these products. Results from all the data collection instruments employed in the current undertaking are examined in order to provide data amenable to analysis and interpretation.

1.7.5 Methods to Ensure Validity and Reliability

1.7.5.1 Validity

“The validity of a measure concerns what the test measures and how well it does so” (Foxcroft & Roodt, 2005, p. 33).

The aim of research in the social sciences is to engage in collaborative human activity in which social reality is studied objectively; not merely to understand phenomena, but to provide a valid and reliable account of our understanding of reality (Mouton & Marais, 1990, pp. 7-8). According to Babbie (1995), research should be properly designed to ensure that it is valid, both internally (when the constructs are measured in a valid manner and the data measured is accurate and reliable) and externally (the

extent to which the results of the research can be applied to and across different persons, settings and times).

In the present study, the researcher takes into serious consideration both the theoretical validity (which postulates the clarity of concepts and their scope) and the empirical validity (ensured by the use of appropriate and scientifically validated measuring instruments).

Data collection instruments and interview question guidelines were developed. The interviews were structured according to theoretical guidelines and respondents responded within the boundaries of the questions asked, although the respondents were not guided in their responses. The responses were recorded and transcribed, while the typical themes that have a bearing on consumer attitudes and perceptions involved in the decision making were identified. A sample of consumers was randomly selected. The results of this study are relevant to the government and the local entrepreneur in other contexts as well as for future research in Consumer Psychology as a sub-field of Industrial and Organisational Psychology. George Kelly (1955); (Kenny 1984), in his personal construct theory, provides justification for respondent-driven focus where he asserts that systems of constructs not only possess a particular range of convenience but also possess a focus of convenience, that is a particular area of application where the theory works best. This is why Kelly (1955) warns psychologists not to copy ready-made theories from science or other disciplines since such theories were designed for the particular range and focus of those disciplines. The world is construed as ever changing, humans are seen as a form of process who are in the business of continually changing and updating their constructions of the universe.

1.7.5.2 Reliability

“The reliability of a measure refers to the consistency with which it measures whatever it measures” (Foxcroft & Roodt, 2005, p. 28).

A central consideration in the process of data collection is that of reliability. Reliability requires that the application of a valid measuring instrument to different groups under

different sets of circumstances should lead to the same observation (Mouton & Marais, 1990).

In the literature review, reliability is addressed by using existing literature sources, theories and models that are widely available to other interested researchers.

In line with ethical practice, in the empirical research, the techniques for data gathering to be employed ensured anonymity so that the participant effects of motivation were addressed. Standardised assessment conditions, scoring instructions for instruments and the use of scientifically validated and reliable instruments to assess the research variables were considered crucial throughout the study. Data gathering was employed to test the reliability of the selected instrument, which involved a pre-test in a selected sample.

Qualitative research methods were systematically presented in adequate detail so as to enable other researchers to replicate the research. The study was conducted during the months of January to June 2007.

1.8 RESEARCH METHODOLOGY

The research is composed of two phases. The first phase consisted of a literature review, and the second, of the empirical study. Figure 1 illustrates the manner in which the flow of the events will take place.

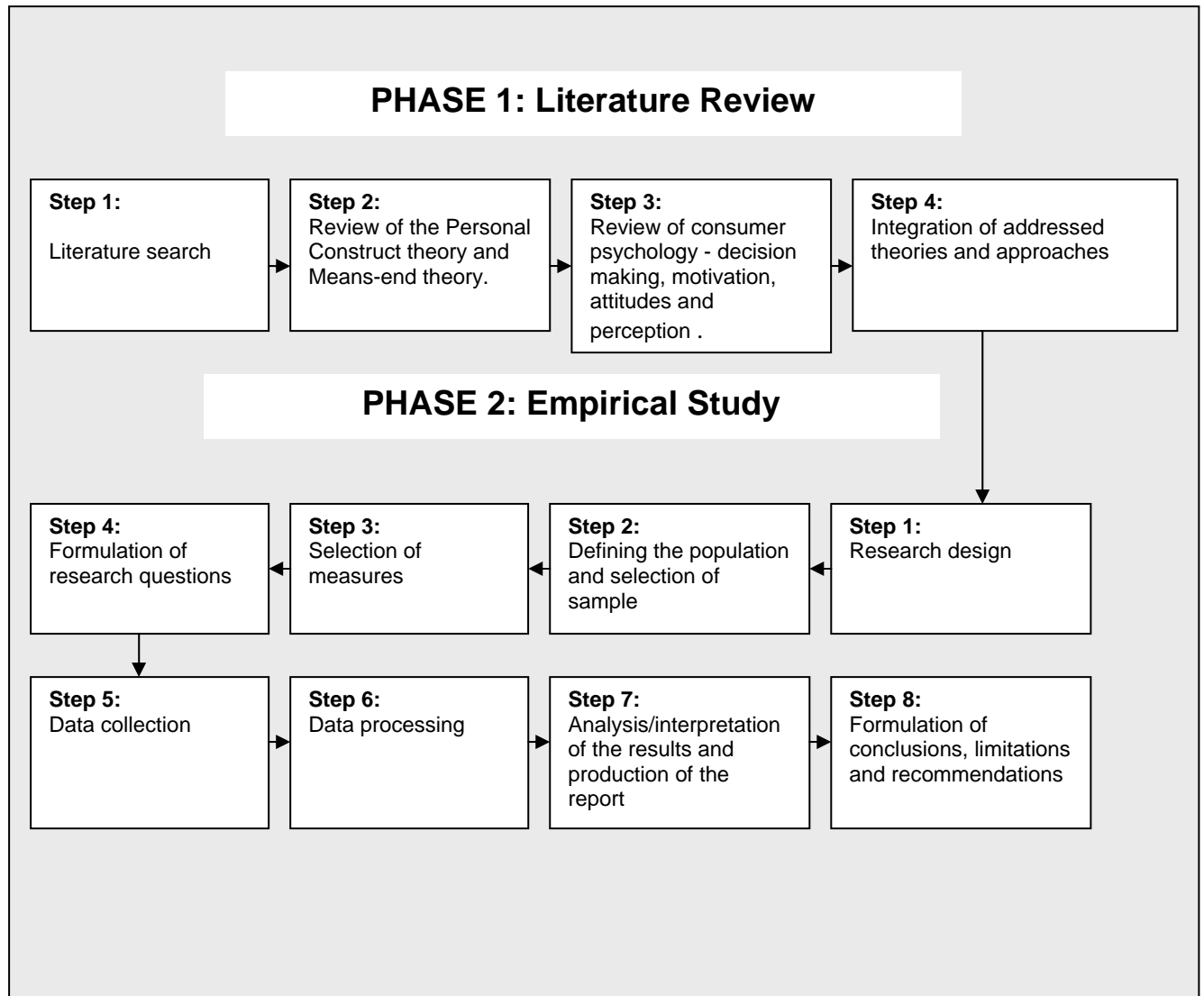


Figure 1: *Flow Diagram of the Research Method*

1.9 PHASE 1: LITERATURE REVIEW

The most important elements, patterns and total structure of the relevant literature are reviewed beforehand by the researcher. A literature study was undertaken prior to the study in order to familiarise the researcher with the nature of consumer decisions to buy products.

The most relevant models and theories are presented in an integrated manner to serve as a background for the analysis of perspectives and information generated by other researchers.

This phase consisted of a review and conceptualisation of the personal construct and means-end theories, the laddering technique. In this respect, the purpose was to provide an overview of the:

- Personal construct theory and its application to consumer decisions;
- Means-end theory, as well as key issues in the analysis of qualitative data; and

The second phase involves conceptualising consumer psychology, specifically regarding consumer decision-making, attitudes, motivation and perceptions as well as an interaction with the literature with respect to these theories and approaches .

The evaluation of the above was undertaken within the context of contemporary and classical literature on the subject, in order to determine the attributes, consequences and personal values underlying the decision to buy “Made in Mozambique” products.

Once the relevant literature was reviewed, the conceptualisation and explanation of the key components of those attributes, consequences and personal values followed, as well as their integration. The aim of this phase of the research was to establish links between the concepts and dimensions of the consumer’s decision to buy “Made in Mozambique” products; this is the third aim.

1.10 PHASE 2: EMPIRICAL STUDY

The investigation is performed as phase 2 of the research by operationalising the theories and their alignment to consumer behaviour in order to discover whether Mozambican consumers buy “Made in Mozambique” products.

Conducted in Mozambique, the population for the empirical study consisted of “Made in Mozambique” consumers in the city of Maputo, and a random sample size of (N=20) was arrived at based on people who voluntarily accepted an invitation to be interviewed. The selection of the sample was undertaken in certain shopping and non-shopping localities, on the basis of availability of interviewees. Therefore, the analyses focus on concrete and detailed descriptions provided by the respondents who drew from their experience and actions. Brief biographical information regarding gender and age was collected.

In order to render the research useful, research specific questions were formulated from the central research question, so as to establish why consumers decide to buy “Made in Mozambique” products.

The research methodology makes use of measures and methods such as the Hierarchical Value Mapping and laddering interview technique. For the purpose of the present research, the data was collected by means of personal face-to-face interviews.

More detailed information on the laddering technique applied in the present research is provided in Chapter 2. Results are described in terms of a consumer psychology perspective and are presented in the form of texts, tables and hierarchical value maps (HVMs), in the light of existing literature.

The research findings are provided at the end of the second phase of the research project, and the results are specifically reported to indicate the extent to which the general and specific research aims of this study were met, as outlined above.

Limitations that may influence the success of the research project were noted. The section regarding the recommendations outlined in the research report involves addressing the research problem, as well as:

- Formulating recommendations for the Government and the local entrepreneur for strategic action plans based on the research findings; and
- Formulating recommendations for the practice of Industrial and Organisational Psychology, in particular for Consumer Psychology, regarding further research based on the research findings.

1.11 CHAPTER DIVISION

Based on the flow of research reflected in figure 1, the following sequence of chapters was determined.

Chapter 2: Overview of the Personal Construct Theory and the Means-end Theory.

The purpose of this chapter is to conduct a literature review to describe the relationships between the personal construct theory and means-end theory, and the key aspects with regards to consumer decision-making.

Chapter 3: Overview of Consumer Psychology, Decision-making, Attitudes, Motivation and Perceptions.

In this chapter the present researcher provides a theoretical conceptualisation of consumer approaches and theories underlying the buying decision and concludes with an integration of the concepts of personal construct theory, means-end theory and the consumer psychology, decision-making, motivation, attitudes and perceptions .

Chapter 4: Methodology

The purpose of this chapter is to describe the empirical research study. The author begins by highlighting the aims of the empirical research and then explains the research population and sample, selection of measures, formulation of research questions, the data collection, data processing, interpretation and analysis of the data and formulation of conclusions, limitations and recommendations.

Chapter 5: Results

The purpose of this chapter is to respond to the research questions by presenting the results of the empirical study.

Chapter 6: Conclusions, Limitations and Recommendations

The research results are integrated and conclusions drawn in this final chapter. The limitations of the study are explained and recommendations made for the government of Mozambique, the field of Industrial Psychology and further research. The chapter closes with a few concluding remarks in order to integrate the research.

1.12 CHAPTER SUMMARY

Chapter 1 describes the scientific background of the study. The purpose of this study is to investigate the attributes, consequences and personal values underlying consumer decisions to buy “Made in Mozambique” products. This may assist in predicting to what extent the “Made in Mozambique” campaign is likely to achieve the intended effects or objectives which presuppose changing the consumer behaviour and preference for national products. The background was initially outlined followed by the problem statement of the research, followed by a discussion of the aims, paradigm perspectives, research design and methods after which the logical flow of the research steps were presented. The chapter concluded with an outline of the chapters to follow.

The following chapter presents an overview of the Means-End Theory and conceptualises consumer decision-making, attitudes, motivation and perceptions, with regards to the purchasing of a product.

CHAPTER 2: PERSONAL CONSTRUCT THEORY AND MEANS-END THEORY

2.1 INTRODUCTION

In order to investigate the attributes, consequences and personal values underlying the decision to buy “Made in Mozambique” products, the researcher presents a brief overview of personal construct theory, and the means-end theory, with a particular emphasis on the laddering technique, and the methods employed in the current undertaking.

2.2 PERSONAL CONSTRUCT THEORY

The basic assumption in this theory is that "...a person's processes are psychologically channelised by the way in which he anticipates events" (Kenny, 1984, p 16).

Kelly's personal construct theory (Kelly, 1955), one of the early cognitive approaches in psychology, provides the conceptual foundation for means-end theory and the implied laddering interview technique. According to Bourne and Jenkins (2005), Kelly argues that individuals create templates of their world by means of finite numbers of dichotomous or bipolar constructs that are organised hierarchically. These constructs provide a basis for choice according to their preferences for one pole over the other, in other words, an individual chooses for themselves that alternative in a dichotomized construct through which they anticipate the greater possibility for extension and definition of their system (Joubert & Mabunda, 2007).

Furthermore, the theory assumes that the variation in a person's construction system is limited by the permeability of the constructs, within whose ranges of convenience the variants lie, and a construct is convenient for the anticipation of a finite range of events only.

According to Kelly (1955), persons differ from each other in their constructions of events and the person anticipates events by construing their replications. The

approach in this theory is that "...each person characteristically evolves for his [sic] convenience in anticipating events, a construction system embracing ordinal relationships between constructs and this construction system varies as the person successively construes the replications of events" (Kenny, 1984, p.10). This suggests that each individual anticipates events based on the past experience and convenience.

The interviewing technique used to explore individual's personalities in terms of this theory is called a "repertory grid". A repertory grid interview attempts to elicit personal constructs about a given element, which might be a situation, a person, an object, an event, and so forth. In the current research different consumer products can be regarded as elements. Kelly (1955) suggested beginning the process by generating bipolar constructs of similarity and comparing these elements by "triadic sort". In a triadic sort, three well-known elements are presented to a respondent, who is asked about similarities and differences that two of them have in relation to the third. This reveals the poles of the hierarchical constructs (Joubert & Mabunda, 2007).

Hinkle (1965) developed the laddering technique to bring out constructs at higher levels of abstraction by analysing the implications of a change in one construct on the rest of the hierarchical system. In essence, laddering represents a form of recursive questioning, aiming to elucidate the higher-order implications of a construct offered by a respondent. For instance, laddering might proceed by offering a respondent a "triadic sort" of researcher-selected elements (e.g., three types of products) and instructing the respondent to formulate a way in which two are alike and different from the third (Fransella & Bannister, 1977). This construct or dimension would then become the first "rung" in the ladder of personal constructs. The interviewer would follow by asking the respondent to indicate with which side of this construct the person would prefer to be associated, and then ask "Why?" or "What is the advantage of that?" This theoretically ladders up to the next higher order construct, to which the interviewer elicits a further construct, another preference, and an associated reason by repeating the cycle of questioning at each new rung. Questioning usually proceeds in this way until the respondent is unable to articulate an answer to the ultimate "why" prompt, or until his or her response represents a simple rewording of the previous

construct. The result is typically a multilayered hierarchy of personal meanings (Joubert & Mabunda, 2007).

Kelly (1955) as a researcher in the field of psychotherapy developed a general theory to interpret and anticipate individuals' experiences. This theory contributed to the advancement of cognitive interpretation and to the belief that a set of internal processes such as thoughts, images and constructs is accountable for behaviours.

2.3 MEANS-END THEORY

Levitt (1960) was among the first to suggest that consumers tend to think about products and brands not only in terms of their physical attributes, but also in terms of positive or negative consequences. These consequences are also known as benefits (positive) or perceived risks (negative). This perspective led to the idea of benefit segmentation where marketers divide consumers into homogenous subgroups or segments based on knowledge about perceived benefits stemming from product use (Joubert & Mabunda, 2007).

This distinction suggest that consumers might perceive “Made in Mozambique” product as providing consequences that are even more abstract than functional psychosocial benefits. These more abstract benefits or consequences represent personal values which are the cognitive representation of consumers’ most basic and fundamental needs and goals. They also constitute a major part of consumers’ self-concepts and as such have a powerful and pervasive influence on cognitive processes and overt behaviours (Joubert & Mabunda, 2007).

The Means-End Theory, is a further development of personal construct theory and provides a more focussed approach for understanding how consumers feel about particular products or services, and was developed by marketing and consumer behaviour researchers (Gutman, 1982; Klenosky, Gengler, & Mulvey, 1993; Reynolds & Gutman, 1988;).

This theory focuses on the interrelations among product meanings at three levels of abstraction: attributes, consequences, and values. Attributes refer to the relatively

concrete characteristics (the physical or observable properties) of a product or service being studied. Consequences refer to the outcomes associated with experiencing the product (the functional, psychological, or social outcomes received or experienced by the consumer) (Olson & Reynolds, 1983). Values are highly abstract consequences that summarise desired end-states of being, or the highly abstract beliefs about terminal end-states of existence that transcend specific situations and life contexts (Rokeach, 1973).

According to the List of Values (LOV), a typology developed for measuring values in survey research (Kahle, 1983; Verhoff, Douvan & Kulka, 1981), nine core values can be identified, which include a sense of belonging, excitement, warm relationships with others, self-fulfillment, being well respected, fun and enjoyment of life, security, self respect, and a sense of accomplishment (Joubert & Mabunda, 2007).

The basic assumption in means-end theory is that individuals select alternatives with attributes or characteristics that produce desired consequences and that avoid or minimise undesired consequences or risks. The desirability or importance of these consequences is a function of the personal values they help to reinforce. Therefore, the three elements are fundamentally related to each other: the relatively concrete attributes of products - the “means” - are important for the more abstract consequences they provide, as well as the risks or costs they help minimise, which are, in turn, important for the highly abstract personal values or “ends” they help the decision-maker to reinforce through their purchase and consumption behaviour (Klenosky, 2002). This perspective, that personal values ultimately guide preferences and choice of behaviour, is consistent with expectancy-value theories of attitude formation (Klenosky et al, 1993; Rosenberg, 1956).

In means-end theory, this relatively concrete and abstract meanings associated to each other in a simple model, in other words, this chain of associations linking attributes to consequences, and consequences to personal values, is viewed as a special type of knowledge structure termed a “means-end chain” (MEC) (Gutman, 1982; Klenosky, Gengler, & Mulvey, 1993; Reynolds & Gutman, 1984). One example of a means-end chain that might underlie a person’s decision to buy “Made in Mozambique” rice would be:

Attribute(s)	Consequence(s)	Personal value(s)
Cost	Save Money	Satisfaction

Olson and Reynolds (1983) postulate that the means-end model provides a succinct approach for characterising the relationships among product attributes, consequences, and personal values that help explain how products and services obtain their meaning or personal relevance to consumers.

Grunert and Grunert (1995) distinguish two basic views concerning laddering and means-end chains (MECs), namely the motivational and the cognitive structure view. The motivational view holds that laddering and MECs are concerned with obtaining insight into consumers' buying motives - for instance, in the way basic motives are linked to buying behaviour. Laddering may offer valuable insight by prompting consumers to reflect on their motives for purchasing "Made in Mozambique" products.

The approach taken by the cognitive structure view would regard MEC (in the present instance) as a model of the way knowledge relevant to a "Made in Mozambique" products is structured in memory. According to the cognitive view, human beings analyse information obtained from the environment by relating it to information already stored in memory, and use that information to direct behaviour towards the attainment of goals (Grunert, 1994; Simon, 1990). According to Joubert and Mabunda (2007), MEC would then offer a model of how "Made in Mozambique" relevant information is stored in memory. When supplemented with theories or assumptions about the analysis of input from the environment, activating and adding to cognitive structure, MEC would become part of a theory with the aim of explaining and predicting consumer behaviour (Grunert, 1994).

According to Joubert and Mabunda (2007), the literature on MEC does not take a clear stand on which of these two views are being endorsed.. Asselbergs (1989) regards MEC generated by laddering not as measures of cognitive structure, but as a "reconstruction" of relevant information, which also tends towards the first view. Gutman, Olson, and Reynolds (Gutman, 1982; Olson, 1989; Peter & Olson, 1993; Reynolds & Gutman, 1988) adopt a cognitive structure perspective, arguing that the hierarchical value map derived from laddering data is "...an aggregate map of

cognitive structure” (Joubert & Mabunda, 2007).

2.3.1 The Laddering Technique

According to Joubert and Mabunda (2007), laddering and MECs are among the most promising developments in consumer research within the last decade. The MECs is an approach that focuses on the individuality of consumers, but nevertheless comes up with quantitative results. It is rooted in a cognitive approach, and acknowledges emotional and unconscious (or, at least, semi-conscious) factors. It is intuitively appealing to the practitioner, but has also attracted academic research. The term “laddering” refers to the in-depth semi-structured interview technique used to identify means-end chains (Reynolds & Gutman, 1988). In this technique, respondents are first asked questions intended to elicit the attributes of the product in question that influenced their choice and/or buying behaviour. Follow-up questions are then asked in order to learn why specific attributes are important. Specifically, respondents are asked simply “why is that important to you?” The response given then becomes the focus of the next “why is that important?” question. The series of questions continues until the respondent mentions a value or cannot respond any further (Klenosky & Saunders, 2005).

Laddering involves a series of directed probes, with the express goal of determining sets of linkages between the key perceptual elements across the range of attributes (A), consequences (C), and values (V). These response sets, or ladders, represent combinations of elements that serve as the basis for distinguishing between and among products in a given product class (Reynolds & Gutman, 1988). A model explaining the laddering technique is described below. See Figure 2.

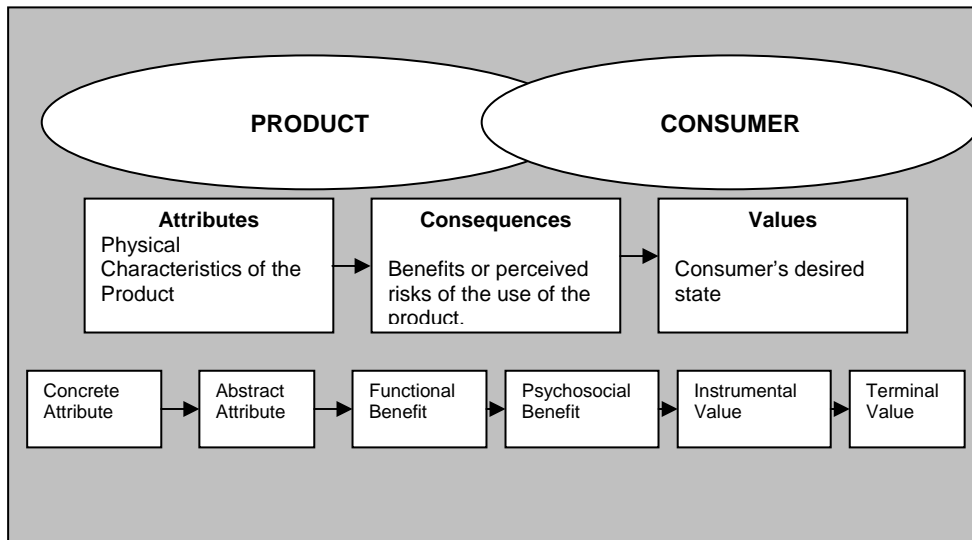


Figure 2: *Laddering Technique*

Source: Reynolds (1988, p. 136)

According to Klenosky and Saunders (2005), the technique is called laddering for two reasons, the first being the fact that the interview proceeds by the “laddering” of the response given. By using this approach, the attributes elicited at the beginning of the interview lead to consequences provided by those attributes, which in turn identify personal values important to the respondent. The second reason is the fact that the respondent is essentially forced up the “ladder of abstraction.” That is, relatively concrete concepts at the attribute level are linked to more abstract concepts at the consequence level, which are ultimately linked to even more abstract concepts at the personal value level (Klenosky, Gengler, & Mulvey, 1993).

According to Veludo-de-Oliveira, Ikeda and Campomar (2006), there are two types of laddering, namely, Soft laddering (also labelled as traditional laddering) and hard laddering. Soft Laddering requires the highly skilled expertise of a researcher to be implemented, and provides respondents with more freedom of expression, and is typified by the question “why is this important to you?”. Hard Laddering is a variation of the laddering technique that uses more structured interview and data collection procedures, and demands less skill of the researcher during the interview. In hard laddering the respondent is forced to produce ladders one by one, and to give answers in such a way that the sequence of the answers reflects increasing levels of abstraction. Usually, data collection not involving personal interviews, such as

mechanisms of computerised data collection and self-administered questionnaires (paper-and-pencil version), refers to hard laddering (Veludo-de-Oliveira et al, 2006; Grunert & Grunert, 1995):

The laddering approach has been applied to examine decision-making behaviour in a variety of product/service settings (Klenosky & Saunders, 2005). For example, laddering studies have been conducted to examine the factors involved in purchasing a greeting card (Walker & Olson, 1991), selecting a ski destination (Klenosky et al, 1993), selecting a spring break destination (Klenosky, 2002), the reasons behind consumers' functional food choices (Urala & Lähteenmäki, 2003), selecting among state park interpretive programmes (Klenosky et al, 1998), Zoo visitor motives (Klenosky & Saunders, 2005), and the decision to visit a wilderness area (Joubert & Mabunda 2007). In the present study, the laddering approach is used to examine the factors influencing the decisions individuals to buy "Made in Mozambique" rice.

Although useful insights can be gleaned by examining attribute, consequences/benefit, and value concepts independently, the central thesis of the means-end approach is that greater insight can be gained by examining the interrelationships among the three concepts. Doing so allows researchers to move beyond the simple question of simply determining if and to what degree particular attributes, consequences, and personal values are important for attraction and retention of consumers; and to explore the deeper issue of how and why these factors obtain their importance (Frauman et al, 1998; Klenosky et al, 1993).

Personal values research has received a substantial amount of attention in consumer research from both academics and practitioners. This more in-depth profiling of the consumer and his or her relationship to products offers potential, not only for understanding the "cognitive" positioning of current products, but also permits the development of positioning strategies for new products. Endorsing this more psychological view of the marketplace, Sheth (1983) suggests that to be comprehensive in consumer research both, researchers and management, have to adopt this consumer-based orientation, if they have not already done so, rather than one which merely focuses on product characteristics (Joubert & Mabunda, 2007; Reynolds & Gutman, 1988).

According to Joubert and Mabunda (2007), the application of the personal values perspective to the promotion of products, services and ideas (e.g. “Made in Mozambique”) can be classified into two theoretically grounded perspectives, namely “macro”, representing sociology, and “micro” representing psychology. The macro approach refers to standard survey research methodology combined with a classification scheme to categorize respondents into predetermined clusters or groups. Products, services and ideas and their positioning strategies are then directed to appeal to these general target groups.

Reynolds (1985) notes that although strong on face validity, these rather general classifications fail to provide an understanding, specifically, of how the concrete aspects of the product fit into the consumer’s life. As such, the macro survey approach simply gives part of the answer, namely, the overall value orientation of target segments within the marketplace. However, it does not provide the key defining components of a positioning strategy, namely the linkages between the product and the personally relevant role it has in the life of the consumer (Joubert & Mabunda, 2007).

The more psychological perspective offered by the “micro” approach based upon means-end theory (Gutman 1982), specifically focuses on the linkages between the attributes that exist in products, services and ideas (the “means”), the consequences for the consumer provided by the attributes, and the personal values (the “ends”) which the consequences reinforce.

2.4 CHAPTER SUMMARY

Chapter 2 discusses the methodological approach of the study. The purpose of this study is to bring an overview of personal construct theory and means-end theory, representing the accomplishment of the first aim set out with respect to the literature review.

The next chapter (Chapter 3) will focus on Consumer Psychology approaches and theories specifically related to consumer decision-making, motivation, attitudes and perceptions.

CHAPTER 3: CONSUMER PSYCHOLOGY

3.1 INTRODUCTION

This chapter outlines certain approaches and theories related to consumer psychology with regards to consumer decision-making, attitudes, motivation and perception, given the fact that these psychological factors exert a strong influence on consumer behaviour, and therefore are of relevance to the present study.

In order to emphasise and support the literature, extracts from the interviews conducted during the present study (translated verbatim into English) are provided throughout this chapter. The relevance of these extracts to the topic being discussed resides in the fact that they serve as evidence to substantiate, as well as to obtain a better understanding of, the notions portrayed in the literature with regard to decision-making.

3.2 THE DEFINITION OF CONSUMER PSYCHOLOGY

Consumer Psychology is the field of Psychology that studies how people relate to the products and services that they purchase or use (Psi Chi, 2007); this field of science studies the psychological variables that influence the behaviour of consumers. Consumer psychology provides opportunities to analyse factors which are most important in the decision-making process, when people decide to buy a particular product. Consumer behaviour studies individuals, groups, or organisations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas in order to satisfy their needs and the impacts that these processes have on them, as consumers, and the society Schiffman and Kanuk (2004).

3.2.1 Consumer Decision Making

According to Schiffman and Kanuk (2004) a decision is the selection of an option from two or more alternative choices. For an individual to make a decision, a choice of alternatives must be available. "Every day, each of us makes numerous decisions

concerning every aspect of our daily lives. However, we generally make these decisions without stopping to think about how we make them and what is involved in the particular decision-making process itself” (Schiffman & Kanuk, 2004, p.547). For instance, to decide on which type of washing powder to purchase, there should be at least two brands available.

The consumer’s decision to buy or not to buy a product is important, because it could signify whether a marketing strategy has been successful or not. Therefore, understanding the consumer decision-making process is essential. The consumer decision-making model ties together the psychological, social and cultural concepts, and proposes three sets of variables: input variables (includes commercial as well as noncommercial influences from the consumer’s socio-cultural environment), process variables (influenced by the consumer’s psychological field), and output variables (includes the actual purchase). See Figure 3.

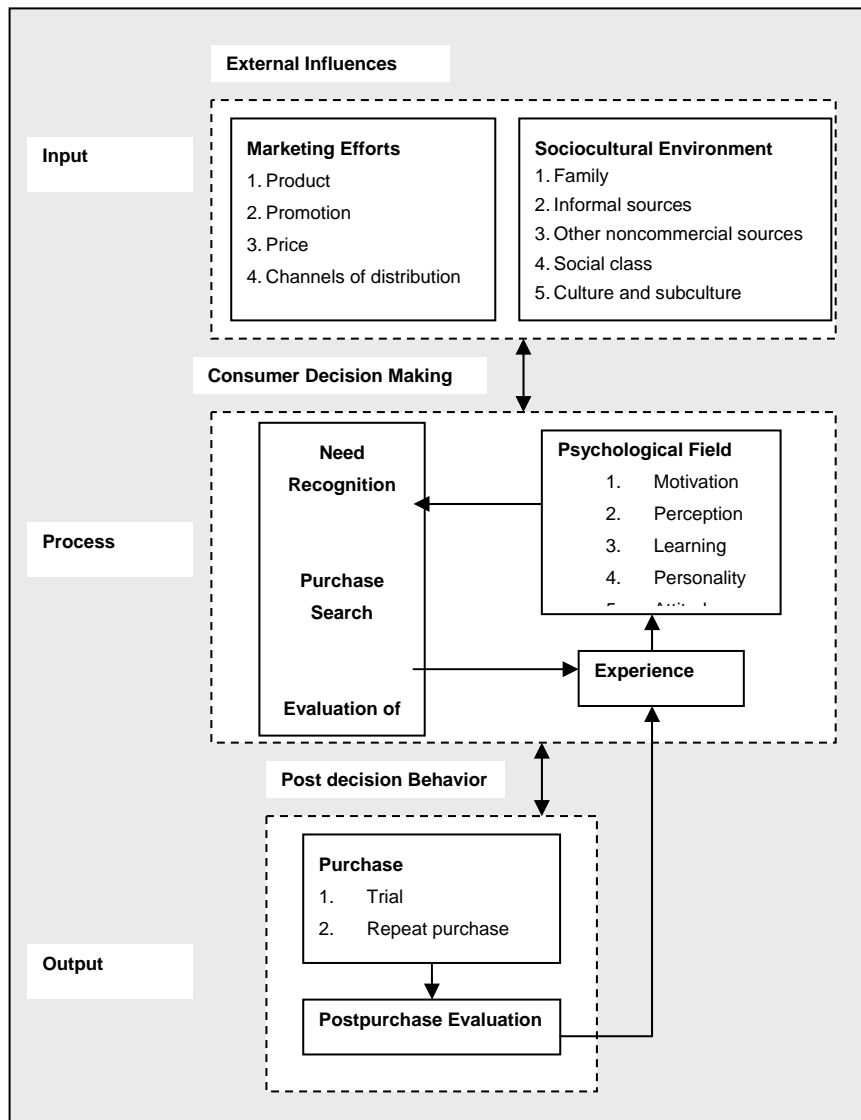


Figure 3: Simple Model of Consumer Decision Making

Source: (Schiffman & Kanuk, 2004, p.20).

A consumer's decision to repurchase increases if the actual consumption experience with a "Made in Mozambique" product matches or exceeds this consumer's inferred performance expectations. If this is the case, satisfaction is experienced (Oliver 1999). Oliver (1999) further asserts that the perceived satisfaction and (updated) expectations determine the consumer's postpurchase attitude towards the national product, which influences future decision processes. The more favourable the consumer's postpurchase attitude, the greater the consumer's intention to repurchase.

For this to occur, the actual performance of the national product needs to be favourable and consistent. Based on their experience with the performance of the local product and the satisfaction experienced, consumers develop a strong, favourable and enduring attitude towards the regional product (Dick & Basu 1994, Oliver 1999). Depending on the actual performance of the national product, repeat purchase behaviour may evolve into actual consumer loyalty towards the “Made in Mozambique” product.

The following extracts supporting the above were obtained from interviewees:

“...My perception is that our ‘Made in Mozambique’ products are natural and fresh and that is why I always prefer to buy ‘Made in Mozambique’ products whenever the product I am looking for is available in the national brands”

“...When I consume imported products I do not have any idea of when was it produced, how was it produced, and the language barrier to understand some of these products. For instance, nobody can guarantee me that the imported fish, (‘CARAPAU’) is fresh enough for consumption, I have no idea of when was the fish brought out from the sea. When buying an imported product I have no guarantee on whether the information written on it in terms of composition and expiry date is true, but I trust “Made in Mozambique” product because I know it is still fresh and up to date”.

3.2.2 Consumer Motivation

A motivation is the state of drive or arousal that impels behaviour towards a goal-object (Sheth, Mittal & Newman, 1999).

During the interviews, when asked to describe why they buy the “Made in Mozambique” product under consideration, consumers often use words such as “typical”, “specific”, “special” and “distinct”. Therefore, “Made in Mozambique” products seem to possess unique and distinct qualities. It is important to match quality with possible product alternatives in order to make the product more competitive.

“...It all depends on the availability and quality of products. However, where there is

availability and quality guarantee I obviously have preference to consume 'Made in Mozambique' products", said one of the consumers interviewed.

A second notion concerns the effect of globalisation on consumers' perceptions of their own identity. In order to satisfy the desire for belonging (Maslow 1970), consumers develop a sense of belonging to a place with which they identify (Giddens 1990b). This effect is also referred to as "the paradox of internationalisation" (Ridner 1999), which Belk (1996) "explains" by referring to the Newtonian principle that "...for every action there is an equal but opposite reaction" (p. 27). As a result of this effect, many consumers form an attachment to their nation of residence or the nation where they were born and raised (Ridner 1999, Wilson & Fearne 2000).

Consequently, it seems that these consumers are likely to buy "Made in Mozambique" products in order to "reassure" themselves of their own identity and to preserve their cultural boundaries (cf. Belk 1996):

One of the consumers participating in the study said that "...everyone likes to consume quality at a competitive price. When I go into a shop I seek for quality at the best price possible. It does not matter whether it is "Made in Mozambique" or imported. If both products display the same quality and same price, evidently I will opt by 'Made in Mozambique' product as a way of investing in the national industry".

Another interview dialogue went as follows:

Q: Why is consuming "Made in Mozambique" products important to you?

R: I have pride [in] our national product and I must give value to our own products.

The consumer's desire to support, protect and reflect own identity may result in the purchase of a national product. Consumers indicate that they are proud to national products. This sometimes results in supporting the local product even though the quality is lower than that of competing alternatives (the influence of patriotism). The reason for supporting local producers may be related to the wish that they will continue producing the national product and the consumer's feelings of identification

with them, that is, they value their own products (Belk 1996).

This is reflected by the data collected during the laddering interviews, where the majority of respondents expressed that they consume “Made in Mozambique” products in order to support local products, and contribute to the development of entrepreneurs in the country, as well as valuing national products.

Consumers often judge the quality of a product according to a variety of informational cues, some of which are intrinsic to the product (e.g. colour, size and aroma), while others are extrinsic (e.g. price and brand image). In the absence of direct experience or other information, consumers often rely on price as an indicator of quality. The manner in which a consumer perceives a price, as high, low, or fair, bears strongly on his or her buying intentions and satisfaction. Consumers rely on both internal and external reference prices when assessing the fairness of a price (Schiffman & Kanuk, 2004, p.199).

Some quotations from two interviewed consumers in support of the above follow:

“...Although we are conscientious about the need of consuming our product, quality and price of most of local made products are still big issue. The government should play a supervisory role in order to guarantee that our industry produces quality that can compete at the international arena and at a competitive price – give me quality at cost effective and see whether I will not consume Mozambican products”

“...There is insufficient quality control of ‘Made in Mozambique’ products by the relevant bodies, and for me, quality is primarily what matters. If pride does not give me quality, I will not buy national product just for the sake of patriotism”.

Pride in citizenship and a desire to preserve and defend their own culture and identity may result in consumers displaying a greater preference for locally produced products. Consumers are also willing to pay a premium price for these products. These findings suggest that consumers’ desire to preserve and protect their own culture and identity is a compelling reason to purchase regional products.

During the interviews, it became clear that consumers also buy imported products.

One of the motives for buying these products is related to their desire to “learn” about different qualities. This is an interview extracts supporting the above trend:

Q: Do you think about the price when you buy “Made in Mozambique” products?

R: I support our “Made in Mozambique” products and I do not think about the price, it is a contribution to the development of my country.

“...our national product lacks quality and the prices also play an important role, considering that they are very high. However, in the products where the quality is guaranteed (e.g 2M Beer, Building Cement, Top Score Maize Meal) Mozambicans have preference to consume ‘Made in Mozambique’ products. Although the price is somewhat high, it does not play a relevant role”.

The attitudes of consumers towards national product largely determine their intention to buy the product. Based on their intention to buy, one of the alternatives is purchased. Assuming there are no unexpected circumstances (Engel, Blackwell & Miniard, 1993), consumers buy alternative for which they have the greatest motivation to buy.

The following interview extracts support the above-mentioned suggestions in the literature:

“...We end up buying imported products because there is scarcity of ‘Made in Mozambique’ products in certain goods which we need for our daily living, and also in some of the existing national products, the quality is not yet at acceptable standard. However, whenever there is some guarantee, I obviously prefer national products, particularly when I buy vegetables”

“...The lack of availability of most products impose on us to buy imported goods, I tend to buy imported. However, my preference is for ‘Made in Mozambique’ goods and I believe in some of these goods there is a very good taste better than the imported.

3.2.3 Consumer Attitudes

Attitude is one of the psychological determinants for consumer trust, which appears together with personality, perception, experience, and knowledge-based factors (Walczuch, Seelen & Lundgren, 2001).

An attitude is a learned predisposition to behave in a consistently favourable or unfavourable manner with respect to a given object. Although they are not observable, attitudes must be inferred from what people say or what they do. "...As consumers, each of us has a vast number of attitudes towards products or services. Whenever we are asked, whether we like or dislike a product or service, we are being asked to express our attitudes" (Schiffman & Kanuk, 2004 p.251).

Consumer attitudes vary from situation to situation. For instance, it is valuable to know whether consumer preferences for "Made in Mozambique" or imported products vary according to different consumption situations. Consumer preferences for national or imported products might depend on the anticipated consumption situations. A "Made in Mozambique" product might be viewed by a certain segment of consumers as conspicuous consumption. This suggests that the producer might position a "Made in Mozambique" product as being ideal to purchase. This imposes a systematic effort to provide a quality product as a means to distance it from other competing products, while it is also a logical way to win more consumers (Schiffman & Kanuk, 2004).

It is recognised that preferences are not equal to behaviour and positive attitudes do not necessarily lead to purchase behaviour. However, within the context of consumer behaviour, an appreciation of prevailing attitudes has considerable strategic merit. For instance, the trend of rapid growth in sales of products containing natural ingredients, seems to be linked to the currently popular attitude that "natural" is good and "synthetic" is bad, although in reality, the positive attitude favouring products that are natural is not based on any systematic evidence that natural products are good.

According to Schiffman and Kanuk, (2004) attitudes are relevant to buying behaviour and are formed as a result of direct experience with the product, word-of-mouth information acquired from others, or exposure to mass-media advertising and various forms of direct marketing. Attitudes reflect either a favourable or an unfavourable

evaluation of the product, they have a motivational quality; and might propel a consumer towards a particular behaviour or repel the consumer away from a particular behaviour. Attitudes are relatively consistent with the behaviour they reflect. However, they are not necessarily permanent; they do change. It is expected that consumers' behaviour will correspond with their attitudes.

According to Van Ittersum, (2002), a specific situation can cause consumers to behave in ways seemingly inconsistent with their attitudes (e.g. consumers may buy products from different origins (national and imported whenever they run out of stock). Although their product switching behaviour may seem to reflect a negative attitude or dissatisfaction with the product they use, it actually may be influenced by a specific situation, which could be their wish to save, or to buy what is currently available. Thus they will buy whatever is the least expensive product or whatever is available.

The following interview extract relevantly supports the argument stated in the above paragraph.

“...I normally buy whatever is available (whether national or imported products) at a reasonable cost. I am not loyal to a specific brand”

The other scenario is that if consumers buy “Made in Mozambique” products whenever they go shopping, one may erroneously infer that they display a particularly favourable attitude towards national products (Schiffman and Kanuk, (2004).. On the contrary, consumers may find national products to be “just okay”. However, those with a low income, may feel that national products are “good enough”, since these may cost less than imported products.

The above point can be substantiated by the following statement extracted from one of the interviews:

“...I can never afford buying imported vegetables, they are very expensive and my salary would not afford sustaining my family with imported vegetables. However, I find our local vegetables good enough for consumption and the quality has been improving during the recent years and the prices are also reasonable”.

It is evident that consumers can exhibit a variety of attitudes towards a particular behaviour, each corresponding to a particular situation. Consumers may feel it is right to consume “Made in Mozambique” products but do not actually consider them appropriate for consumption owing to the poor quality. This means that quality functions as a boundary delineating the situations when consumers consider whether “Made in Mozambique” products are acceptable. However, if a consumer runs out of a product and the only instance available is a national product, she may decide to buy a “Made in Mozambique” product, because there is no other alternative available. This does not mean that he or she has changed attitude.

The above can be supported by the following statement made by one of the respondents:

“...The producers should concentrate in improving the quality of our products. It does not compensate to acquire poor quality product, although it may be a lower price. We need quality in order to change our attitude towards our national products”

3.2.3.1 Consumer attitude models

Some of the important attitude models construed by psychologists to capture the underlying dimensions of an attitude will now be discussed: the tricomponent attitude model, the multiattribute models, the Theory-of-Reasoned-Action Model and the The Attitude-Toward-The AD Model.

a) The Tricomponent attitude model

According to this model, attitudes consist of three major components: **cognitive**, **affective**, and **conative** components.

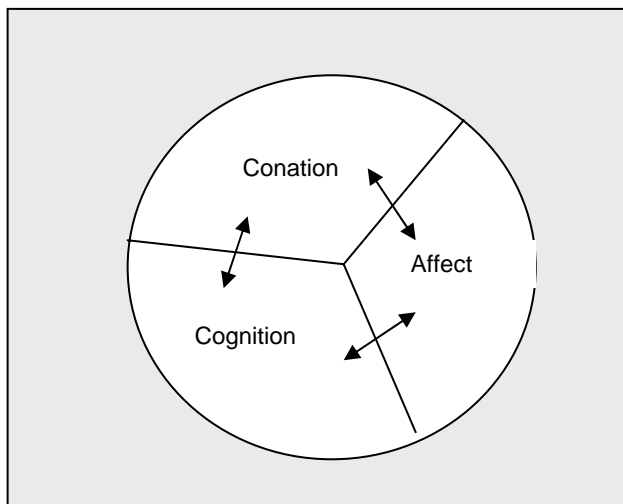


Figure 4: Tricomponent attitude model

Source: (Schiffman & Kanuk, 2004, p.256).

The **cognitive** component of this model comprises the cognitions, knowledge and perceptions of a person/consumer acquired by a combination of direct experience with the product and related information from various sources, which commonly takes the form of beliefs. The **affective** component of an attitude refers to the emotions or feelings of a consumer concerning a particular product. These responses affect the consumer's direct or global assessment of the product. The **conative** component is concerned with the likelihood or tendency that a consumer will take a specific action or behave in a particular way with regard to the product and is frequently treated as an expression of the consumer's **intention to buy** (Schiffman & Kanuk, 2004).

A consumer's intention to buy a "Made in Mozambique" product largely depends on the implicit expectations regarding the performance of the local product, relative to competing alternatives, as represented in his or her attitude towards the "Made in Mozambique" product. By comparing their performance expectations of the local product with those of competing alternatives, consumers develop an intention to buy the local product. A consumer's attitude towards the "Made in Mozambique" product, representing how well the national product is able to satisfy their desires, largely determines the person's intention to buy. The better the local product is able to satisfy the consumer's desires, relative to competing alternatives, the stronger intention to buy the local product. Similarly, the more favourable a consumer's attitude towards

the local product relative to competing alternatives, the stronger this consumer's intention to buy the national product (Van Ittersum, 2002).

“...I should suggest that we approach the issue this way: are 'Made in Mozambique' products consumable? If yes they are consumable, at what price? Give-me quality and at a price that I can afford. (Said by a participating consumer during an interview.).

b) Multiattribute attitude models

According to Schiffman and Kanuk (2004), Multiattribute models portray consumer's attitudes with regard to a product as a function of a consumer's perception and assessment of the key attributes or beliefs held with regard to the particular product. The Attitude-Toward-Object Model is especially suitable for measuring attitudes towards a product category or specific brands. According to this model, the consumer's attitude towards a product or specific brands of a product is a function of the presence or absence and evaluation of certain product-specific beliefs and/or attributes. What consumers will buy is likely to be a function of “how much they know,” “what they feel are important features for them“, and their “awareness as to which product possesses (or lacks) the valued attributes”.

One respondent said the following:

“...I always have this feeling that our national products have less chemicals and are fresher than the imported, that is why I prefer to buy them”.

The Attitude-Toward-Behaviour Model concerns the consumer's attitude towards behaving or acting with respect to any product rather than the attitude towards the product itself. A consumer might have a positive attitude towards an expensive product but a negative attitude towards her prospects for purchasing such an expensive product.

The above can be substantiated by the following statement extracted from one of the participating consumers interviews:

“...there are very interesting ‘Made in Mozambique’ products available, but the prices are also high, which perhaps may mean that quality also requires production costs and hence the final product is expensive. However, I personally do not think I will buy those goods, instead I will buy any available alternatives at lower price).”

Theory-of-Reasoned-Action model

This model represents a comprehensive integration of attitude components into a structure that is designed to lead to both better explanation and better predictions of behaviour. According to this model, to understand intention, the researcher should also measure the subjective norms that influence a consumer’s intention to buy.

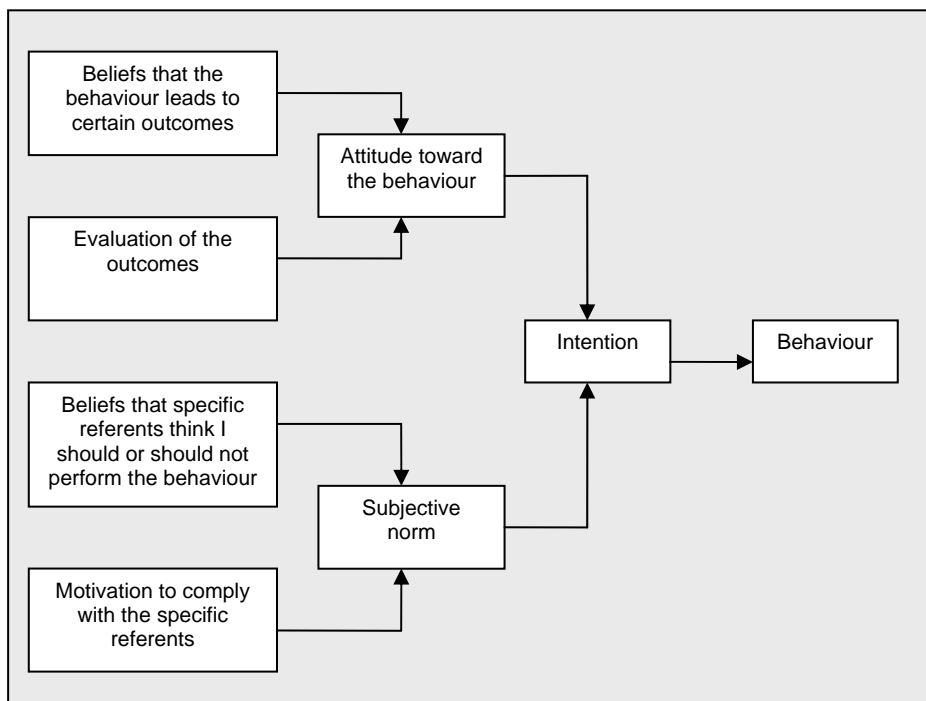


Figure 5: A simplified version of the Theory of Reasoned Action

Source: (Schiffman & Kanuk, 2004, p.261).

The Theory of Trying-to-Consume Model reflects the consumer’s attempts to consume. In trying to consume, often personal and/or environmental impediments

may prevent the desired action or outcome from occurring.

“...I have the desire to buy local products, but due to my health reasons, I can only get imported products with low fat and “Heart Foundation” label, therefore, I tend to buy imported given the fact that there is lack of appropriate products locally”. (Said by a participating consumer, during the interview.)

3.2.3.2 Attitude Formation

Consumers often buy new products that are associated with a brand name that has a positive image. In situations in which consumers seek to solve a problem or satisfy a need they are likely to form attitudes, either positive or negative, regarding products on the basis of exposure to information and their own cognition. The primary means by which attitudes towards products are formed is the consumer's direct experience in trying and evaluating them, while personality plays a critical role in attitude formation. Attitudes toward new products and new consumption situations are strongly influenced by specific personality characteristics of consumers (Schiffman & Kanuk, 2004, p.267).

3.2.3.3 Attitude Change

Attitude changes are influenced by personal experience and other sources of information. People hold certain attitudes towards a product partly because of its utility. When a product has been useful or helped in the past, the attitude toward it tends to be favourable. One way of changing attitudes in favour of a product is by demonstrating to people that it can serve a utilitarian purpose that they may not have considered. This increases the relevance of the product to the consumer as well as the likelihood of a favourable attitude change by offering reassurance to the consumer's self-concept and the reflection of the consumer's general values, lifestyle, and outlook. Consumers experience a strong “need to know” and understand the products they consume. The traditional view stress that, consumers develop attitudes before they act. However, this may not always, or even usually, be true..

3.2.4 Consumer Perception

“...Perception is defined as the process by which an individual selects, organises, and

interprets stimuli into a meaningful and coherent picture of the world” which can be described as “how we see the world around us” (Schiffman & Kanuk, 2004, p.159).

“...[I] Individuals act and react on the basis of their perceptions, not on the basis of objective reality. For each individual, reality is a totally personal phenomenon, based on that person’s needs, wants, values, and personal experiences. Consumer perceptions are much more important than the knowledge of objective reality. For if one thinks about it, it is not what actually is but what consumers think is so, that affects their actions, their buying habits, their leisure habits and so forth. Because individuals make decisions and take actions based on what they perceive to be reality, it is important to understand the whole notion of perception and its related concepts to more readily determine what factors influence consumers to buy” (Schiffman & Kanuk, 2004, p.159).

Consumers tend to perceive products and product attributes according to their own expectations, as well as what they need or want. Just as individual consumers unconsciously perceive images of themselves, they also unconsciously perceive images of products, which may be more important to the ultimate success of the products than the latter’s actual physical characteristics. The more favourable is the perception regarding the product, the greater the chance, of it being bought (Zeithaml, 1988).

3.2.4.1 Perception of price, quality and value

Consumer perceptions of price, quality and value are considered pivotal determinants of purchasing behaviour and product choice (Bishop 1984; Dolyle 1984; Monroe & Krishnan 1985, Sawyer & Dickson 1984, Schechter 1984),

Quality can be broadly perceived as superior or excellent. Perceived quality can be defined as a consumer’s judgement about a product’s overall excellence or superiority, (Zeithaml, 1988). Therefore consumers’ perception about “Made in Mozambique” products it is relevant for the success of the campaign.

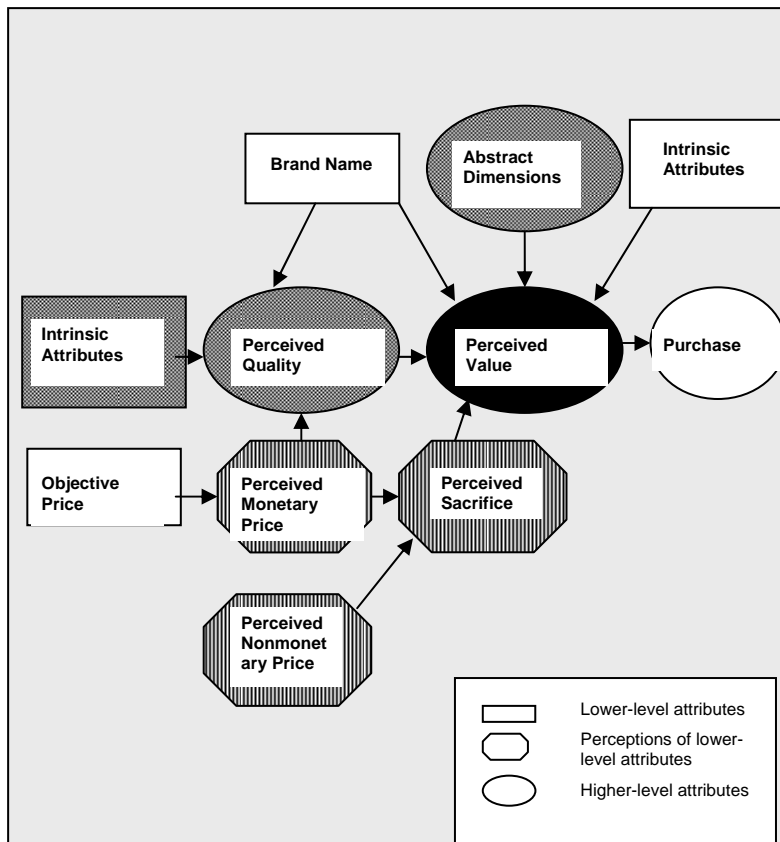


Figure 6: A Means-End Model Relating Price, Quality, and Value

Source: (Zeithaml, 1988).

a. Perceived quality

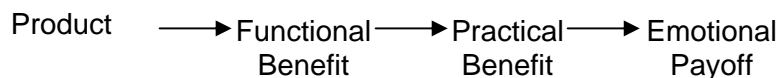
Perceived Quality refers to a higher-level abstraction rather than a specific attribute of a product and represents a global assessment that, in some cases, resembles an attitude. However, perceived quality is different from objective or actual quality (Zeithaml, 1988). The term “objective quality” describes the actual technical superiority or excellence of a product, and refers to measurable and verifiable superiority on some predetermined ideal standard or standards (Hjorth-Anderson 1984; Monroe & Krishnan 1985); Zeithaml, 1988). “Product based quality” refers to the quantity of specific attributes or ingredients of a product, while “Manufacturing based quality” involves conformance to manufacturing specifications or service standards (Garvin, 1983). These are closely related to objective quality, but are not the same.

It is relevant to address Objective, Product based or Manufacturing based quality

given the fact that quality is one of the primordial factors that influence consumer's decision-making and it may, at some extent, determine whether to buy or not a "Made in Mozambique" product.

Higher level abstraction rather than attribute

"Means-end chain" approach to understanding the cognitive structure of consumers holds that product information is retained in memory at several levels of abstraction (Cohen 1979; Myers & Shocker 1981). The simplest level pertains to a product attribute, while the most complex level relates to the value or payoff of the product to the consumer (Zeithaml 1988). The "Grey benefit chain" (Young & Feigen, 1975) illustrates how a product is linked by a chain of benefits to a concept referred to as the "emotional payoff".



Global assessment similar to attitude:

Olshavsky (1985) views quality as a form of overall evaluation of a product, in some ways being similar to attitude. Holbrook and Corfman (1985) suggest that quality is a relatively global value judgement while Lutz (1986) proposes two forms of quality, "affective" and "cognitive" quality.

"Affective quality" is similar to perceived quality as defined by Olshavsky (1985) and also by Holbrook & Corfman (1985). "Cognitive quality" refers to a super-ordinate inferential assessment of quality intervening between lower-order cues and an eventual overall product evaluation (Lutz 1986). According to Lutz (1986), the higher the proportion of attributes that can be assessed only during consumption (experience attributes), the more likely it is that quality forms a higher level cognitive judgment.

On the other hand, as the proportion of experience attributes increases, quality tends to be an affective judgment. Stretching the line of the orientation of his thinking, Lutz (1986) proposed that affective quality is more likely to relate to services and consumer nondurable goods (where experience attributes dominate) whereas cognitive quality is more likely to be associated with industrial products and consumer

durable goods (where search attributes dominate).

According to Zeithaml (1988), judgement or the evaluation of quality, in a comparative context, usually takes place within the evoked set of attributes of the consumer. The quality of a product is evaluated as being high or low, depending on its relative excellence or superiority among products or services viewed as substitutes by the consumer. Specific sets of products used for comparison depend on the consumer's, not the firm's, assessment of competing products.

Attributes that signal quality have been dichotomised into intrinsic and extrinsic cues (Olson 1977; Olson & Jacoby 1972). Intrinsic cues involve the physical composition of the product (e.g. softness, freshness, appearance, tenderness, purity, flavour, colour, texture, degree of sweetness). Intrinsic attributes cannot be changed without altering the nature of the product itself and are consumed as the product is consumed (Olson 1977; Olson & Jacoby 1972). Extrinsic cues are product-related but do not form part of the physical product itself. They are, by definition, external to the product. Price, brand name, product warrantee, level of advertising are some examples of extrinsic cues to quality (Zeithaml, 1988).

Some cues, most notably those involving the packaging of the product, are difficult to classify as either intrinsic or extrinsic. Packaging could be considered an intrinsic or extrinsic cue, depending on whether the package is part of the physical composition of the product (e.g., a dripless spout in detergent or a squeezable ketchup container), in which case it would be an intrinsic cue, or protection and promotion for the product (e.g., a cardboard container for a computer), in which case it would be an extrinsic cue. Packaging is considered an intrinsic cue but the information that appears on the package (e.g., brand name, price, and logo) is considered an extrinsic cue (Zeithaml, 1988).

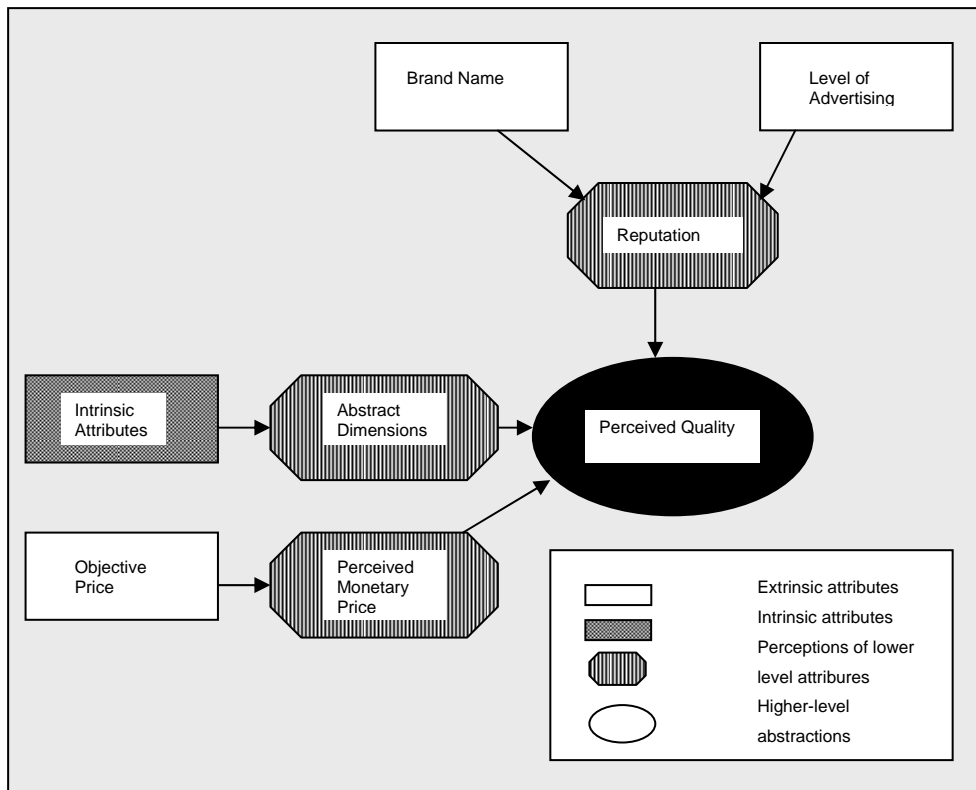


Figure 7: The Perceived Quality Component.

Source: (Zeithaml, 1988)

To generalise about quality across products is difficult because specific or concrete intrinsic attributes differ widely across products according to the attributes consumers use to infer quality. Attributes that signal quality in fruit juice are not the same as those indicating quality in automobiles or hi-fi equipment. Even within the same product category, specific attributes may provide different signals regarding quality..

Despite the fact that the concrete attributes that signal quality differ across products, higher level abstract dimensions of quality can be generalised in categories of products. Extrinsic attributes are not product-specific and can serve as general indicators of quality across all types of products. Price, brand name, and level of advertising are three extrinsic cues frequently associated with quality in research; however, many other extrinsic cues are also useful to consumers (Zeithaml, 1988).

According to Garvin (1987), product quality can be captured in terms of eight dimensions: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality (i.e., image).

Consumers evaluate many intrinsic attributes at the point of consumption which consequently become accessible as quality indicators. Consumers depend on intrinsic attributes when the cues possess high predictive value. It is posited that extrinsic cues are used as quality indicators when the consumer operates without adequate information about intrinsic product attributes (Zeithaml, 1988).

Perceived price

Price refers to that which is given up or sacrificed in order to acquire a product, and appears to function as a surrogate for quality when the consumer possesses inadequate information about a product. The components of price can be delineated by the “objective price” (the actual price of a product) and the perceived price (the price as encoded by the consumer) (Olson, 1977). Consumers do not always know or remember actual prices of products; instead, they encode prices in ways that are meaningful to them (Dickson & Sawyer 1985; Zeithaml 1982, 1983). Objective monetary price is frequently not the price encoded by consumers. Some consumers may notice that the exact price of INCAJU cashew nuts is \$50 for a 1 kg pack, but others may encode and remember the price only as being “expensive” or “cheap”, and still others may not encode the price at all (Zeithaml, 1988).

It was found that price awareness differs among demographic groups - the greatest levels of awareness being in consumers who are female, married, older, and do not work outside the home (Zeithaml & Berry 1987). Furthermore, attention to price is likely to be greater for higher-priced packaged goods, durable goods, and services than for lower-priced products. An additional factor contributing to the gap between actual and perceived price, is price dispersion, the tendency for the same brand to be priced differently across stores or for products of the same type and quality and to have a wide price variance (Mayness & Assum 1982).

Relation of price-quality

Price information is likely to lead to an inference about product quality, because some individuals rely heavily on price as a quality signal whereas others do not. Paterson and Wilson (1985) suggest a strong relationship between price and quality. However,

several individual difference factors may account for the variation in the use of price as a quality signal. For instance, if the consumer is unaware of product price, s/he cannot use price to infer quality, but if consumer does not command sufficient product knowledge to understand the variation in quality, price and other extrinsic cues may be used as a quality signal (French, Williams, & Chance, 1973). Consumers appear to depend more on price as a quality signal in certain product categories than in others.

Perceived value

According to Sawyer and Dickson (1984), value is a ratio of attributes weighted by their evaluations divided by price weighted by its evaluation. Sawyer and Dickson (1984) present value in terms of four definitions: (1) value is low price, (2) value is whatever I want in a product, (3) value is the quality I get for the price I pay, and (4) value is what I get for what I give.

“...Perceived value is the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given” (Zeithaml, 1988, p.14).

3.3 THE CONCEPTUAL INTEGRATION OF THE ABOVE THEORIES AND APPROACHES

In this chapter, the relationship between the different theories and approaches presented throughout the literature review and their application to the research topic is discussed in order to clarify the research aims.

Consumers organise information at various levels of abstraction ranging from simple product attributes (e.g. physical characteristics) to complex personal values (Cohen, 1979; Myers & Shocker 1981; Olson & Reynolds, 1983).

Below, a model is presented to illustrate the link between consumer decision-making, motivation, attitudes and perceptions with attributes, consequences and personal values (means-end theory).

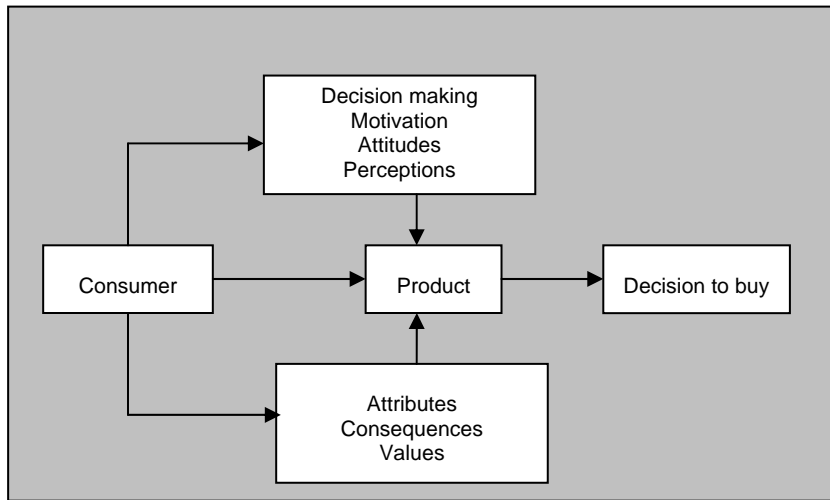


Figure 8: Integration of consumer approaches and theories.

The above model has been developed by the researcher in order to illustrate the use of hierarchical value mapping and the implied concepts of attributes, etc. in Consumer Psychology.

The model suggests that the consumer displays a particular type of buying behaviour based on his or her decision making, motivation, attitudes and perceptions towards a product, on the one hand. On the other hand, the consumer is driven by the attributes, consequences and personal values towards a product. This leads to the assertion that the buying decision is a result of the integration of these aforementioned.

3.4 CHAPTER SUMMARY

The literature reviewed, in Chapter 3 provide basis for understanding the processes underlying consumer decision-making. An integration of the literature discussing personal construct theory, means-end theory and a consumer's decision-making, motivation, attitudes and perceptions concepts was offered so as to reflect the link between these concepts on the decision to buy, thus concluding the second and third aims regarding the literature.

The empirical study will be discussed in chapter 4.

CHAPTER 4: METHODOLOGY

4.1 INTRODUCTION

In order to establish what drives the decision to buy “Made in Mozambique” products amongst local urban consumers in Maputo, the linkages between the attributes of the “Made in Mozambique” products, their consequences and their ultimate personal values were investigated. It was envisaged that such an analysis would also contribute to a fuller understanding of the structure of consumer decisions to buy a product or service.

The aim of this chapter is to focus on steps 1 to 8 of the empirical study, as described in chapter 1. This involves outlining the empirical method utilised in this study. First, a research design is presented, then an overview of the study’s population and sample is presented, the sample together with the measuring instruments is discussed and their choice justified. This is followed by a description of data gathering and processing, an operational review of the problem. The research questions were investigated within the framework of means-end theory.

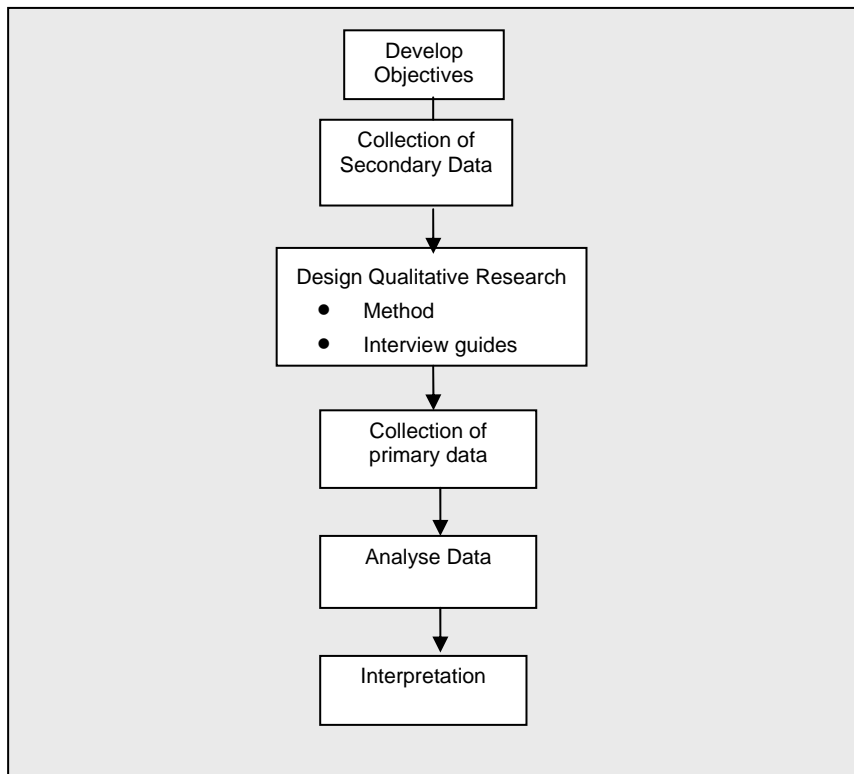
4.2 METHOD

The current study is qualitative. However, given the methodology of conducting a Hierarchical Value Mapping study some quantitative analysis of attributes, consequences and personal values are implied in order to provide supporting evidence to the subjective analysis of the qualitative component.

To understand the attributes, consequences and personal values underlying the decision to buy “Made in Mozambique” products, it was of importance and of relevance that the study be conducted under qualitative approach. This approach provides a more in-depth understanding of motives underlying the behaviour of consumers, and according to Bernard (1995), to search for patterns in data and ideas

that help explain the existence of these patterns is important in consumer research and consumer psychology.

The following model is presented to demonstrate the research process.



.Figure 9: Data collection process

With this initial analysis as the starting point, a guideline for interviewing was drawn up in which the most important areas of consumer psychology are outlined. The interviews focused on the subjective experiences of consumers when they are exposed to decision-making processes. By analysing the subjective experiences of the participants and comparing these with the in-depth review regarding the nature of the personal construct and means-end theories, and consumer approaches and theories, the researcher established whether the theories do indeed reflect social reality, and if not, formulate new research questions.

It was explained to participants that the interviews will be recorded on a writing pad to ensure that the primary data is not lost. An effort was made to establish a relaxed environment with the respondents. The manner in which the interviews were conducted, were outlined in detail beforehand.

Using a laddering technique, participants attended individual interview sessions, of between 45 minutes to 1 hour, scheduled mainly after close of business so as to avoid interference with working commitments and time constraints. During the interview sessions, the subjects were asked various questions related to “Made in Mozambique”; the final part of the interview included a “probing” component regarding “why that [is] important for them”.

The completed interview guides were compiled and data was coded and captured in the *LadderMap*, a DOS program, creating more than 60 ladders, from which an Implication Matrix and Hierarchical Values Maps (HVM) were generated for the analysis and interpretation of the results.

4.3 POPULATION AND THE SAMPLE

The present research project took place in Maputo during the period of January-May 2007. Maputo is the capital city of Mozambique, located in its southern region.

The population for this study consists of local urban consumers of the “Made in Mozambique” products. Owing to the nature of the study and the availability of consumers who accepted the invitation to be interviewed, the sample can be described as a convenience sample. A total of 20 respondents were intercepted in different places (some in a shopping, and others in a non-shopping, environment) by the present researcher and asked to participate in a brief interview which would take approximately 30 minutes. Given the qualitative nature of the study, this sample should not be considered representative of the urban adult population in Maputo but it may be argued that the respondents contributed to a greater understanding of the decision to buy “Made in Mozambique” products.

4.4 DATA COLLECTION AND MEASURING INSTRUMENTS

Data collection instruments were developed, pre-tested and used for the purpose of the present research,. The development of data collection instruments was based on the analysis of the type of information required in order to respond to the research questions. A semi-structured interview guide was utilised for laddering technique interviews. A randomly selected sample of ten people was used pre-test phase, in order to test the reliability and validity as well as to enable consistency in the data collection process. It also included a small demographic component, with the aim of collecting sample data regarding gender and age (see Appendix A)

4.4.1 Laddering Technique

Since the overall objective of this study is to investigate the decision to buy “Made in Mozambique” products, a comprehensive description of its general and technical characteristics was detailed as part of the literature conceptualisation together with a discussion of the Means-end Theory (Chapter 2). A brief description is provided below.

4.4.1.1 Aim and rationale

Although the laddering technique is widely used in qualitative focus group discussions, the strength of such a technique is that, it actually superimposes qualitative research technique of skilled probing, onto larger sample sizes. Thus, one can actually determine the number of times a particular attribute led to a particular consequence and the number of times that this in turn led to another. One eventually arrives at a network of such linkages or a hierarchical value map (HVM) that identifies the more dominant linkages that exist (Joubert & Mabunda, 2007).

The aim and rationale of the present study is consequently to establish the attributes, consequences and personal values underlying the decision to buy “Made in Mozambique” products, through the use of this technique.

The means-end approach closely parallels the origin of attitude research represented by expectancy-value theory, which posits that consumer actions produce

consequences and that consumers learn to associate particular consequences with particular product attributes which they have reinforced through their buying behavior. The common premise is that consumers learn to choose products containing attributes which are instrumental to achieving their desired consequences. Means-end theory specifies the rationale underlying why consequences are important, namely, personal values. Understanding these associations between product attributes, their consequences and their ultimate consumer values is important if one has to arrive at a positioning to which the consumer can relate (Joubert & Mabunda, 2007).

4.4.1.2 Administration and interpretation

According to Joubert & Mabunda (2007), the laddering interviewing technique requires a very experienced interviewer, who should be sufficiently skilled or capable to ask probing questions without sounding obtrusive or judgmental.

The interviewees were asked “Why do you buy ‘Made in Mozambique’ rice?” and “How is ‘Made in Mozambique’ rice different from the other types of rice?” These initial questions were used to identify three to five attributes of the rice that influenced the decision to buy or that distinguished the Mozambican rice from other competing brands of rice. According to Klenosky and Saunders (2005), in laddering studies, the number of attributes elicited per respondent can vary from only one or two up to 10-20, and focusing on only three to five attributes, is common in studies involving “volunteer” or unpaid respondents. This was viewed as being reasonable in the present investigation. If the respondent mentioned something other than an attribute, during the elicitation phase, the researcher had to probe for the underlying attribute utilising questions that would elicit an attribute.

The laddering technique was then used to link the attributes identified to the consequences to which the attributes led, and to the higher-level personal values that the consequences satisfy.

4.4.2 Reliability and Validity

As mentioned earlier, a semi-structured interview guide was constructed and pre-

tested by the present researcher.

In previous laddering studies the main goal and focus has been to highlight the most frequently mentioned or dominant concepts and associations that occur. The emphasis in the present study was different in that the goal was to develop a deeper, more refined, richer level of insight into the range of concepts and associations that underlie the motives of the “Made in Mozambique” consumers.

Like many forms of qualitative inquiry, the level of insight obtained in a laddering study is mainly dependent on the quality of data or ladders obtained, and on the number of ladders and relations identified. In addition, the ladders mentioned by only one or two respondents can at times be more interesting and insightful than those mentioned more frequently (Kenosky & Saunders, 2005). Thus, rather than offering a single summary of HVM, a series of concept-specific HVMs are presented. In these HVMs, only direct associations mentioned by at least two respondents (refer to implication matrix, Appendix E) are depicted. Additional information on the steps involved in analysing laddering data and creating HVMs can be found in Reynolds and Gutman (1988).

4.4.2.1 Validity

“The validity of a measure, concerns what the test measures, and how well it does so” (Foxcroft & Roodt, 2005, p. 33). On that basis, the data collection instruments for personal face-to-face interviews were developed and pre-tested on an independent sample selected for the purpose.

The interviews were structured according to the laddering technique and interviewees responded within the boundaries of the questions asked, and they were not guided or influenced in their responses. Their responses were recorded and transcribed.

As stated above, respondents were drawn from a sample of randomly selected consumers. They were included if they accepted the invitation to be interviewed.

It is expected that the results of this study will, however, be relevant to government and the local entrepreneur as well as future research in Consumer Psychology.

4.4.2.2 Reliability

“The reliability of a measure refers to the consistency with which it measures whatever it measures” (Foxcroft & Roodt, 2005, p. 28).

The laddering technique interview guide used for data gathering ensured anonymity so that the participant effects of motivation could be addressed. Respondents were exposed to similar interview conditions and systems and data gathering was used to test the reliability of the selected instrument, through a pre-test with a selected sample from the population being studied.

In order to enable other researchers to replicate the present study, the research methodology is presented systematically and in adequate detail.

4.4.2.3 Justification for using the laddering technique

The researcher elected to utilise this technique, given the fact that it allows the researcher to move beyond the simple question of simply determining the degree to which the particular attributes, consequences, and personal values are important to consumers. It also explore the deeper issue of how and why these factors obtain their importance (Frauman, Norman, & Klenosky, 1998; Klenosky, Gengler, & Mulvey, 1993).

4.5 DATA PROCESSING AND ANALYSIS

A total of 20 laddering interview protocols were included in the analysis.

Before the laddering interview started, respondents were informed that the researcher was interested in understanding consumers' reasons for buying the given products. Respondents were also told that the interview was being carried out using a particular method in which the same questions might be repeated several times and that the interviewer would write down the answers. The respondents were encouraged to respond in their own words and expressions when describing their own opinions and impressions of the products. As pointed out before, the interviews were carried out by using soft laddering, in order to provide respondents with more freedom of expression (Grunert & Grunert 1995).

Respondents' answers were analysed and the responses that had the same meaning (synonyms) of product attributes, consequences and values were categorised. The data obtained from the laddering interviews were entered into the LadderMap computer software (Gengler & Reynolds, 1995) with the common word categories, to facilitate analysis. The first step in analysing the laddering data was to edit the ladders in order to remove redundancies which occurred when the next response given in a ladder simply repeated or elaborated upon a previous response in that ladder. The second step was to classify each of the elements making up each ladder as being either an attribute, consequence, or value. Content codes were then developed inductively since the data was entered based on words or phrases making up each element (Goldenberg, Klenosky, O'Leary & Templin, 2000; Hultsman 1996).

The codes and coding procedure were reviewed by an experienced second researcher (the supervisor). Then an implication matrix (refer to Appendix D), which summarises the number of times the elicited concepts was directly or indirectly associated with the other concepts in respondents' ladders (Gengler & Reynolds, 1995), was generated.

In total, almost 600 direct or indirect associations were made by the 20 respondents. This represents an average of 30 associations per respondent.

According to Joubert and Mabunda (2007), a practical intermediate step in analyzing laddering data is to determine the ordering or abstractness of the content categories listed in the implication matrix. In most laddering studies, this ordering is usually based on an a priori classification of attributes, consequences, and values. This approach is consistent with the view that attributes lead to consequences and consequences, in turn, help fulfill values (Bagazzi & Dabholkar, 1994). The researcher followed the structure in which the HVMs were generated from the LadderMap, in order to allow her to analyse the links and the association power in which each of the concept was presented.

In order to decide which items (and relations between items) in the implication matrix should be represented on the HVM as well as to determine where items should be placed, the information in the implication matrix was used as the basis for

constructing a HVM (Joubert & Mabunda, 2007)

Deciding which items should be placed is accomplished by selecting a cutoff level to indicate which relations or associations between items in the implication matrix should be included or omitted in the HVM. A cutoff value of 2 means that all associations mentioned by at least two respondents would be represented in the HVM, while a cutoff value of 3 means only those associations mentioned by three or more respondents would be represented (Joubert & Mabunda, 2007).

The cutoff value used in the HVMs, (i.e. the minimum frequency of mentions of a single link) for the current research was determined on the basis of the collected data. Thus, the final cutoff value of 3.5 was selected when clear associations between attributes, consequences and values could be seen from the hierarchical value map.

The justification for using a 3.5 cutoff value rests on the fact that at this statistical level, clear associations between attributes, consequences and values could be seen from the hierarchical value map. Furthermore, in social science it is the commonly applicable statistical cutoff value.

From the implication matrix generated (refer to Appendix E), a total number of five attributes, 23 consequences and six personal values were identified. Although *quality* appears as consequence in the implication matrix, it was elicited as an attribute by all consumers participating in interviews. An average of three attributes were elicited per respondent.

HVMs were prepared in order to provide a graphic summary of the relationships elicited through the laddering interviews. All elements identified with LadderMap software were consequently included (Gengler & Thomas, 1993; Reynolds & Gutman, 1988).

Following the recommendations of Gengler, Klenosky, & Mulvey (1995), the relatively concrete attributes that served as the starting point of respondents' ladders are positioned in most cases at the bottom of these HVMs in black shaded circles or boxes (and labelled using entirely lower-case letters); the more abstract consequences that explain why these attributes were important are connected in most

cases above these attributes in grey shaded circles or boxes; and the highly abstract values, reinforced by these consequences, are positioned in most cases at the top of the HVMs in unshaded circles or boxes. Figure 10 illustrates how the HVMs are presented:

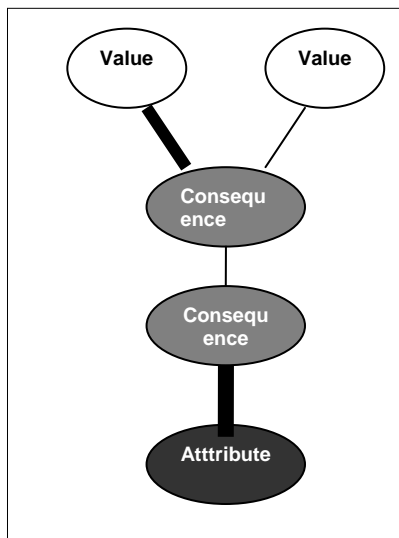


Figure 10: Illustration of HVM

4.6 OPERATIONAL REVIEW OF THE PROBLEM STATEMENT

Since the problem was outlined in chapter one and the implied variables of attributes consequences and personal values integrated in a theoretical model in chapter two, these will be merely stated here for reasons of convenience. The overall objective is to investigate the attributes, consequences and personal values underlying the consumer's decision to buy "Made in Mozambique" products.

The problem statement attempts to offer a clear and unambiguous expression of the relationship between two or more variables, which implies empirical investigation (Kerlinger, 1986, p. 16).

The general research question is therefore:

What are the attributes, consequences and personal values underlying the urban Mozambican consumer's decision to buy "Made in Mozambique" products?

4.7 ETHICAL CONSIDERATIONS

Social research often, though not always, represents an intrusion into people's lives... Social research, moreover, often requires that people reveal personal information about themselves – information that may be unknown to their friends and associates. A social research often requires that such information be revealed to strangers. Social research should never injure the people being studied, regardless of whether they volunteer for the study (Babbie 1992, p. 464-465).

The researcher took into account ethical considerations in order to ensure that ethical obligations are being complied with. Therefore, nobody was forced to participate in this study.

The researcher clearly identified herself to the participants and the objective of the survey was thoroughly explained in order to ensure transparency and avoid any deceit. Participants were assured that no harm would be caused to them in any way. The names of the participants were not disclosed throughout the study and participants signed a consent letter.

According to Babbie (1992), a respondent may be considered anonymous when the researcher cannot identify a given response with a given respondent. This means that an interview survey respondent can never be considered anonymous, since an interviewer collects the information from an identifiable respondent. Although this study involved interviews, no names or other identification information that could reveal the particulars of the participant have been disclosed

Regarding the ethics of analysis and reporting, and in order to comply with ethical obligations to participants, colleagues in the scientific community and other readers, the limitations and shortcomings of the study are discussed in Chapter 6.

4.8 CHAPTER SUMMARY

This chapter commenced with an operational review of the research problem, followed by a description of the research population and sample. Thereafter, the measuring instruments were discussed, including a justification of the use of each

instrument; an overview of data collection and data analysis process followed. The chapter concluded with a description of the research question as well as ethical considerations.

In chapter 5, the results of the empirical study will be reported and interpreted.

CHAPTER 5: RESULTS

5.1 INTRODUCTION

The aim of this chapter is to focus on step seven of the empirical study, as described in Chapter one. This involves analysis, interpretation and reporting the results. These results are aligned with the research methodology discussed in the previous chapter.

Firstly, the biographical composition of the sample is presented, followed by a brief interpretation thereof. Thereafter, the HVMS are interpreted followed by a summary integration of the results.

The Chapter ends with an integration of the results and a summary of the chapter.

5.2 DEMOGRAPHIC DATA

The demographic data reflects the gender and age of the respondent, based on the sample selected from the population being studied.

Gender and Age Distribution

The table 1 illustrates the gender and age distribution of the selected sample in numbers and percentages.

Table 1: *Sample demographics*

Age range	Males	%	Females	%	Overall %
18-34	7	35%	3	15%	50%
35-54	3	15%	7	35%	50%
TOTAL	10	50%	10	50%	100%

According to Table 1, the participants of the current study presented the following described profile:

With regards to gender, of the total 20 participants representing 100%, 10 were males equivalent to 50% and 10 were females also representing another 50%. This distribution implies that there is a balance in terms of sample proportion with regard to gender.

When linking age to gender, we find that of the total 20 participants, seven males (35%) and three females (15%) fall under the age range 18-34 years, while three males (15%) and seven females (35%) fall under the age range of 35-54 years old. This means that 50% of the sample is represented in each age group. The age range 18-34 is mainly comprised by males and the age 35-54 is mainly comprised by females.

The justification for the large age intervals resulted from the disparity of the ages of the participants, a situation which forced the researcher to augment the age range to enable interpretation of the results.

An important requirement was that all interviewees be aware of the “Made in Mozambique” campaign.

5.3 LADDERING FINDINGS

Laddering is an interview technique in which the interview proceeds by the “laddering” of the response given and the attributes elicited at the beginning of the interview lead to consequences provided by those attributes, which in turn identify personal values important to the respondent, by forcing the respondent up the “ladder of abstraction” as was evident in section 2.2.1 (Klenosky, Gengler, & Mulvey, 1993).

As already mentioned, the information collected during the interviews was processed by computer software denominated LadderMap. This software facilitates analysis and determines the strength of association between concepts and produces a square matrix consisting of the sums of all the instances when concepts were associated in the laddering interviews. Different ladders resulted from LadderMap and an

Implication Matrix was generated. The implication matrix serves as a method of bridging the gap between the qualitative aspects of laddering to the quantitative analysis of the relations between concepts and consists of statistical information which provides the frequency in which each attribute, consequence and personal value has been elicited by the participants.

The number of ladders elicited from the interviewees is dependent on a number of factors including their knowledge of the product category and ability to communicate their knowledge. In the current study there is an average of three ladders per participant, corresponding to about 60 ladders, overall. In the cases in which a subject repeated associations between concepts in the different ladders obtained, LadderMap counted the association only once per subject when constructing the matrix (Gengler & Thomas, 1993, Gengler & Reynolds, 1995). The information was then used to produce HVMs. The HVM illustrations were produced using statistical cutoff value of 3.5, the statistical measure that presented clear associations between attributes, consequences and personal values.

Analyses of respondents' ladders related to the general question of "Why do you buy 'Made in Mozambique'?" pointed to four basic "higher-level" motivations at 3.5 cutoff value: (1) *longevity* (i.e. consuming product with nutrients), (2) *self-esteem* (sense of well-being), (3) *self-worth* and (4) *satisfaction* (pride and sense of well-being). Since the ladders involving other concepts typically resulted in links to one or more of these higher-level motivations, the summary HVMs for these general values are presented in this chapter.

Table 2 presents the ranking of the 25 most indicated items as being the reason why people decide to buy “Made in Mozambique” rice. It reflects the items with the greatest frequencies in this respect.

Table 2: *Ranking of the 25 frequently indicated items in ladders*

NR.	Item	Category	Frequency
1	FEELING HAPPY	C & V	20
2	QUALITY	A & C	19
3	HEALTHY	C	17
4	SAVE MONEY	C	16
5	WELL-BEING	C	16
6	COST	A	15
7	AFFORDABLE	C	14
8	TRUST	C	13
9	SATISFACTION	V	13
10	FEEL GOOD	C	12
11	LONGEVITY	V	12
12	COVER OTHER NECESSITIES	C	11
13	PEACE	C	11
14	SELF-ESTEEM	V	11
15	NUTRIENTS	C	10
16	CONTRIBUTION	C	9
17	NATIONAL	A	8
18	TASTE	A	7
19	PRIDE	C	6
20	USEFULNESS	C	6
21	SELF-WORTH	V	6
22	NATURAL	C	5
23	PLEASURE	C	5
24	FULFILMENT	C	4
25	ACTUALISATION	V	4

Table 2 represents the ranking of the different attributes, consequences and personal values involved in the decision to buy “Made in Mozambique” products. The ranking in table 2 suggests that in terms of:

- Attributes, those highly indicated are: *Quality* (19 frequencies) and *Cost* (15 frequencies), ranking in the top ten items;
- Consequences, those highly indicated are: *Feeling happy* (20 frequencies), *Quality* (19 frequencies), *Healthy* (17 frequencies), *Save Money* (16 frequencies) and *Well-being* (16 frequencies), ranking on the top five items; and
- Personal Values, the most highly indicated personal values are: *Feeling happy* (20 frequencies), *Satisfaction* (13 frequencies), *Longevity* (11 frequencies) and *Self-esteem* (11 frequencies) ranking on the top fifteen.

These numbers suggest that people buy “Made in Mozambique” products motivated by the quality and costs. The main consequences, amongst others, that they want to gain, relate to *happiness*, the quality of the product, healthy, saving money, and well-being, which will make them feeling happy, gain satisfaction, longevity and gain self-esteem.

Figure 11 displays the frequency count for the 25 top ranked attributes, consequences and personal values.

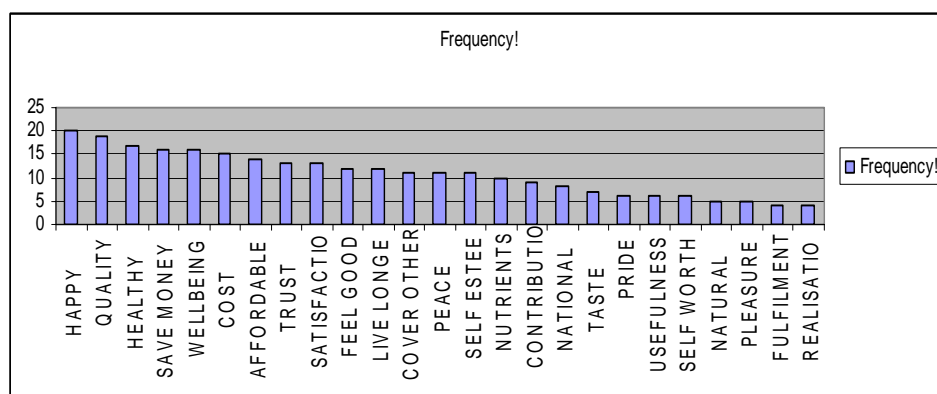


Figure 11: *Frequency count for the 25 top ranked motives*

All items ranked within the top 25 represent important factors which are worthy of consideration because these were all indicated by more than two participants at 3.5 cutoff value.

The 3.5 cutoff value HVM for quality, shown in Figure 12, emphasises different sets of meanings but with an interrelated or interactive link between the *quality* of the product, the *cost* and the *affordability* of the product. It is evident that *quality* was pointed out during the interviews as an attribute, but it also appears as a consequence directly linked to the *cost* attribute, in the HVM, which in turn, is associated to *affordability*, except in some cases, for example, when analysing the *well-being* consequence and the *satisfaction* personal value.

In figure 12, the HVM illustrates the summary of overall chain of meanings at 3.5 cutoff value.

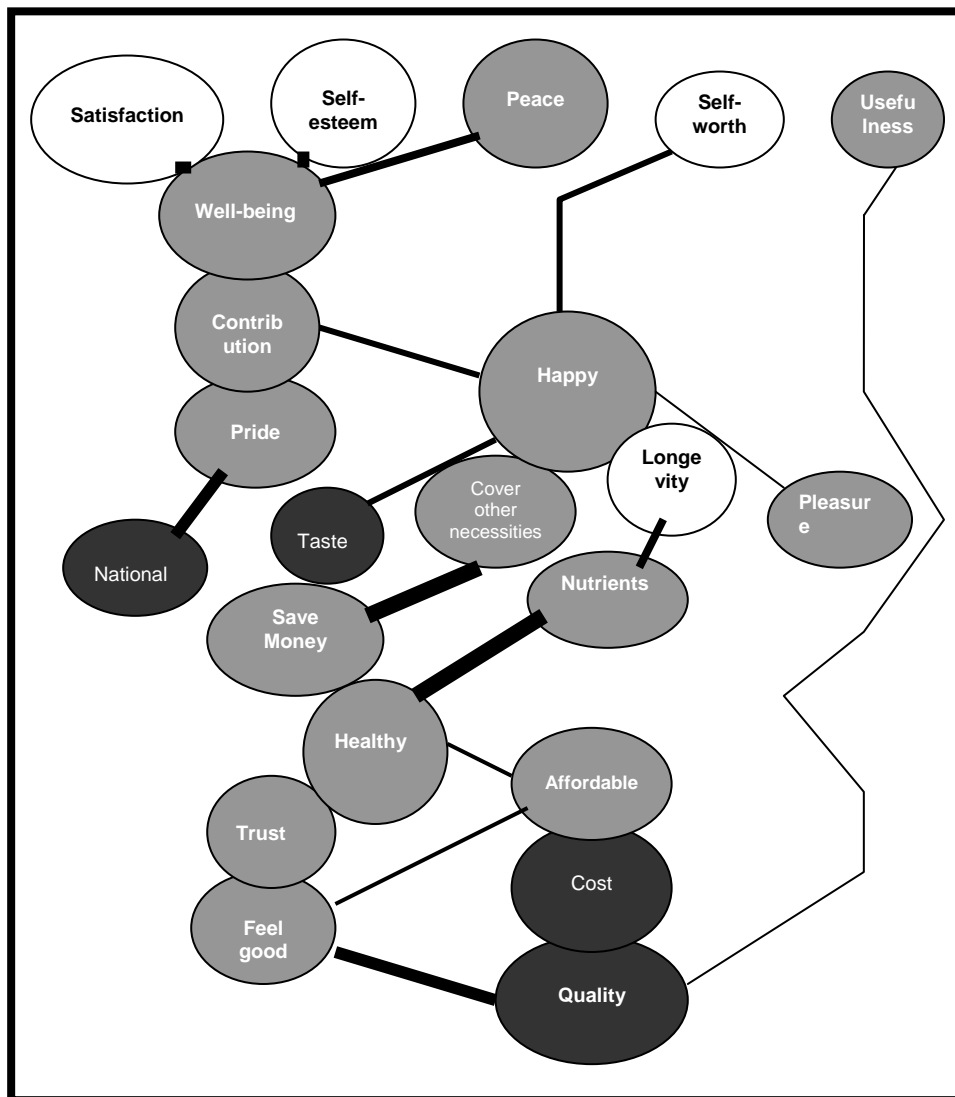
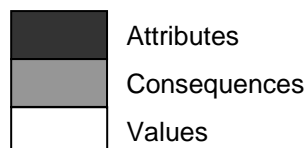


Figure 12: HVM for summary of overall ladders at 3.5 cutoff value



The HVM suggests 22 items that can be viewed at 3.5 cutoff value - those represented by four Attributes (*Quality*, *Cost*, *National* and *Taste*), 14 consequences, including, *Well-being*, *Feeling happy*, *Save money*, *Healthy* and *Affordability*. The higher personal values' level comprises of four personal values (*Satisfaction*, *Self-esteem*, *Self-worth* and *Longevity*).

According to the HVM, there is a strong link between *quality* and the sense of *feeling good*, which interrelates with *trust* and closely links with the need to be *healthy*, which, in turn, strongly relates to the presence of *nutrients* in the product and the *longevity* desire, which associates with sense of feeling *happy*, linking to the *self-worth* value. The *taste* is also linked to *happiness*, which is strongly associated to *covering other necessities*.

An analysis of the HVM in figure 12 suggests that the personal values underlying the buying decision are mainly *satisfaction*, *self-esteem*, *self-worth* and *longevity*. With regard to attributes, the HVM suggests that *quality* and *cost* are primary, followed by *national* and *taste*. With regard to consequences the HVM identifies *feeling happy* (which can also be interpreted as a personal value), *healthy*, *save money*, *affordable* and *well-being*.

The personal values *satisfaction* and *self-esteem*, involve a sequence of links from the attribute *national* and the consequences *pride*, *contribution*, *well-being* and *peace* on one hand. On the other hand, the above personal values also involve a sequence of links from the attributes *quality*, *cost*, *taste* associated with the consequences *affordable*, *feel good*, *trust*, *healthy*, *save money*, *cover other necessities* and *feeling happy*. This sequence is also associated to the personal values *longevity* on one side and *self-worth* on the other.

Feeling happy is located at the central side of the HVM and links directly to the two personal values, *longevity* and *self-worth*. *Feeling happy*, however, has also been indicated by a number of respondents as a value, though the HVM presents it as a benefit. *Feeling happy* is also associated with the benefit *pleasure*.

Quality and *cost* are strongly related attributes. The attribute *quality* is also strongly associated with *feel good*, *trust*, *healthy*, the latter being strongly related to the presence of *nutrients*.

Findings split by Gender and Age

When split by gender and age, the results of the current research reveal an interesting trend, which is discussed after each respective HVM. It is therefore

highlighted that it was not possible to generate HVM for males at age range 35-54 and females at age range 18-34, due to representativeness, considering that these two groups are composed by only three members each.

Figure 13 illustrates the overall profile of male participants.

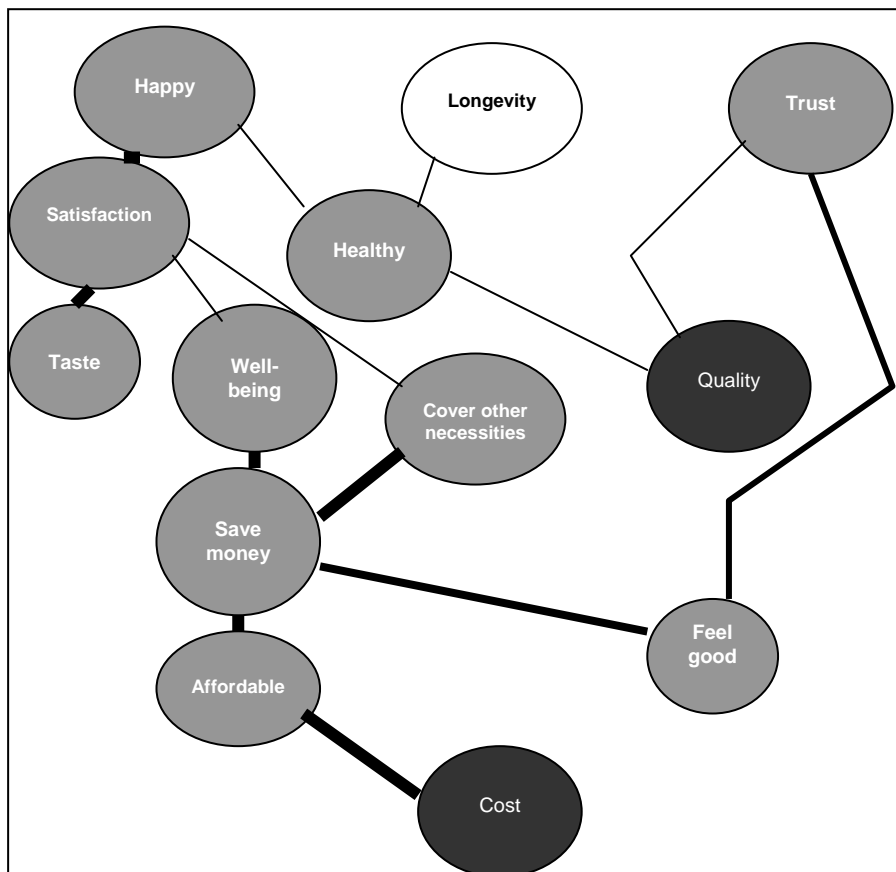
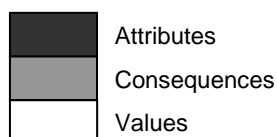


Figure 13: HVM for overall male participants at 3.5 cutoff value



The above HVM or chain of meanings (figure 13) suggests that males' decisions to buy are primarily based on the *cost* attribute, which is strongly linked to being *affordable* and associated with *saving money* in order to *cover other necessities* as well as *well-being*. *Quality* is also a motive linked to *trust* and being *healthy*, associated with *feeling happy* and *longevity*.

The attribute *cost* (shown at the bottom of figure 13), involves a sequence of links with the consequences *affordable*, *save money*, *cover other necessities*, *feel good*, *trust* and *well-being* linked with *satisfaction*, *taste* and feeling happy at the top level of consequences. The other attribute revealed in the HVM is *quality*, which links to *trust* in one direction and to being *healthy* and *feeling happy* in the other, and is associated with *longevity*.

Analysing the overall male participants HVM it is represented that male consumers mainly decide to buy based on the cost of the product because they purchase what they can afford in order to save money, provide well-being, cover other necessities as well as to feeling good and trust the products they buy. Along these, the issue of quality of the product matters as well, and this is related to health which is associated to taste, satisfaction and feeling happy. The predominant personal value for male consumers is Longevity.

From the revised literature, there was not specific focus on gender to substantiate these findings, however, the researcher can argue that there are similarities between these findings with the local cultural practices, empirically witnessed in the environment where the study was conducted. It is frequent that male consumers, when visiting a restaurant tend to choose the meal based on the price and not on the quality of food that he is going to be served. The reason for this is that males are educated to save money in order to maintain sustainability of their families, and improved lifestyle.

Figure 14 illustrates the results for females overall, which reveals that quality is the main influencing factor when deciding to buy “Made in Mozambique” rice.

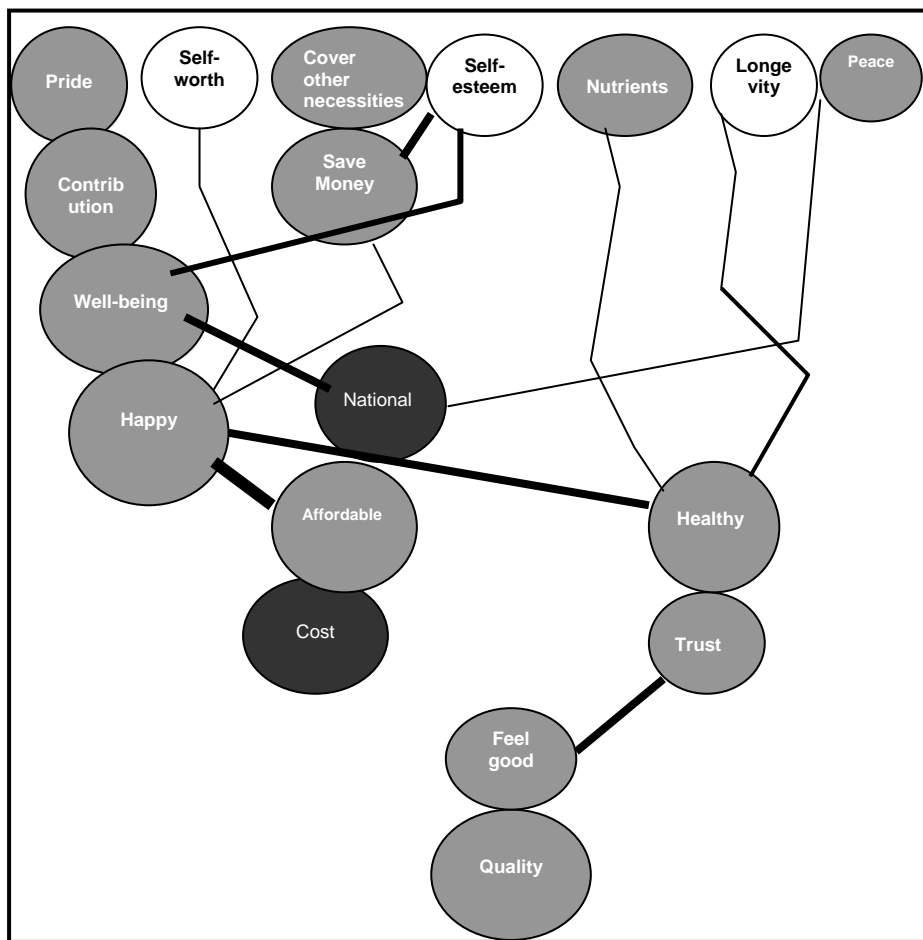
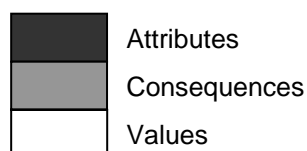


Figure 14: HVM for female overall at 3.5 cutoff value



The HVM (figure 14), illustrating the chain of meanings, generally indicated by the female participants, suggests that their decision to buy is primarily based on *quality* associated with *feeling good*, *trust*, *healthy*, the presence of *nutrients* and *longevity*. *Healthy* is associated with *feeling happy*, *well-being*, *contribution* and *pride*. The latter four are also associated with *cost* and *affordability*, also indicated as consequences influencing females' decision to buy. *Self-worth*, *self-esteem* and *longevity* are the personal values involved

The HVM also suggests that, overall females decide to buy based on the fact that the product is *national*, which is linked to *well-being*, *contribution* and *pride* in one direction and with *peace* in the other.

These results can possibly be substantiated by their similarity with the natural concept and drive that female consumers are primarily conscious about the perceived quality of product that they are going to provide to the family as well as their need to trust that the product provided is healthy and will contribute to happiness and well-being. It is common in general life to find female consumers being too analytical about the product composition, before without concentrating mainly in the price.

The following HVM (figure 15) illustrates the results for all participants who fall in the age range 18-34, suggesting that costs is the main attribute involved in the decision to buy “Made in Mozambique” Products.

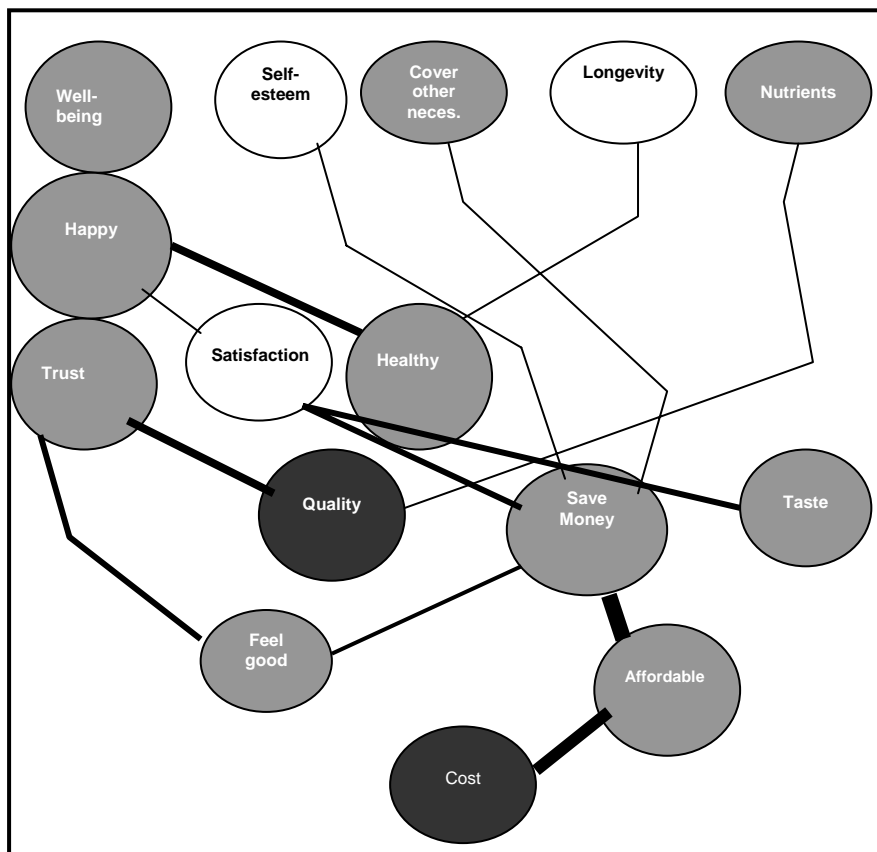
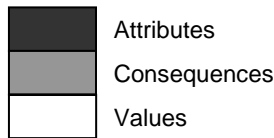


Figure 15: HVM for age range 18-34 overall at 3.5 cutoff value



When considering the age ranges, the primary chain of meanings illustrated in the above HVM (figure 15) suggests that for those who fall in the age range 18-35, *cost* is the most attribute considered when deciding to buy, associated with the consequences of being *affordable*, *saving money*, and linked to the meaning *satisfaction*. The other attribute involved is *quality*, which is linked to the presence of *nutrients* on the one hand, strongly associated with *trust*, *feeling happy* as well as *well-being*, and, it is secondarily associated with *feeling good*, which also links to *saving money* in order to *cover other necessities*. The primary personal value is *self-esteem* associated with *saving money* and *longevity*, which in turn, interrelates to *healthy* in the central area of the HVM. *Taste* is also a consequence linked with *satisfaction*.

The possible argument that can substantiate these results is the fact that consumers at earlier age are mainly concerned about saving money in order to cover other needs and therefore they tend to buy products that are affordable, and they are prepared to seek many different alternatives in order to get quality product at an affordable cost, which will not put in risk health which is the central focus. In practical life people at this age range need satisfaction, self-esteem and longevity.

Figure 16 illustrates the results for the age range 35-54.

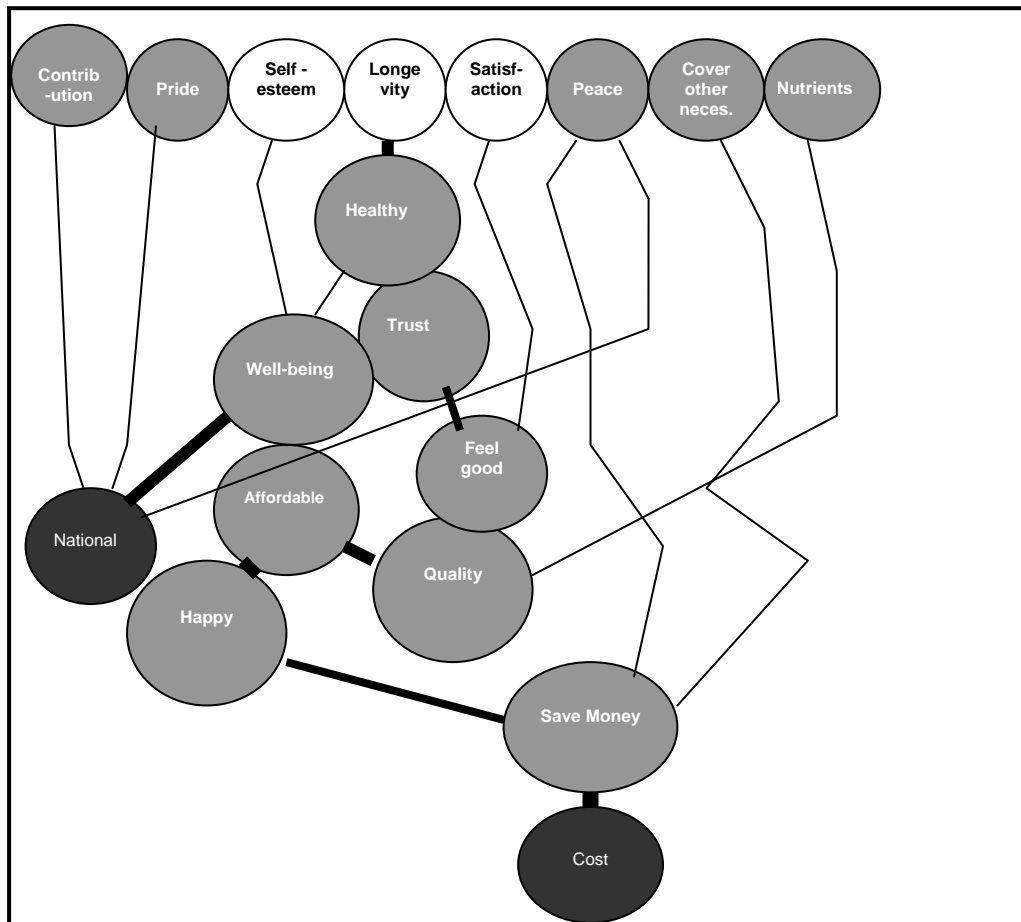
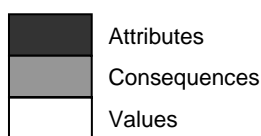


Figure 16: HVM for overall 35-54 age range - 3.5 cutoff value



The above HVM (figure 16), depicting the overall results from age range 35-54, reveals that for those who fall in this age range, the decision to buy is based on *cost*, strongly associated with *saving money*. At the top level, the HVM suggests that the most prominent personal values for people between this age range are *self-esteem*, *longevity* and *satisfaction*, with strong secondary associations to the consequences of being *healthy*, *trust*, *well-being*, *affordability*, *feeling happy*, *feeling good* and *quality*.

The above chain of meanings can be interpreted as suggesting that people falling in this age range are mainly influenced by *cost* associated to *saving money* when they make a decision to buy “Made in Mozambique” products.

To substantiate these results, it can be discussed from the possible assumption that people at late age tend to develop a concern about saving money to guarantee their retirement, and feeling happy while affording quality life to assure that well-being is sustainable and there is adequate health for longevity. At this age range, the fact that the product is *national* strongly associated to *well-being*, and linked to *self-esteem*, is taken into account when deciding to buy, given the need for *contribution*, *pride*, *peace*. There is a strong sense of patriotism in this age range and conscienciousness in developing country's economy as well as the industry.

Figure 17 illustrates the HVM for males at age range 18-34.

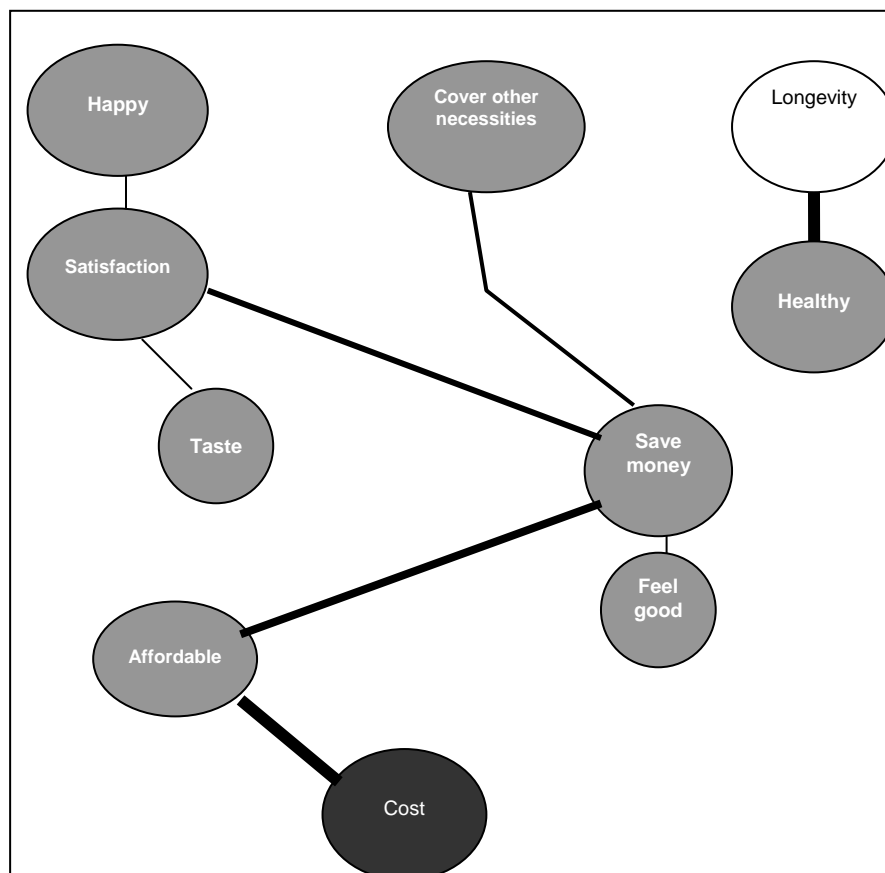
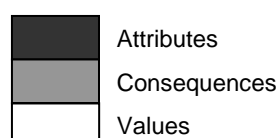


Figure 17: HVM for males at age 18-34 – 3.5 cutoff value



The above chain of meanings (figure 17) suggests that males who are in age range 18-34, decide to buy, primarily, based on the *cost* associated with *affordability*, so as to *save money* in order to *cover other necessities*, which will lead to *satisfaction* and *happiness*. The HVM further reveals the association between *save money* with *satisfaction*, *taste* and *feeling happy*, while also linked to *feeling good* on a different direction.

The HVM also reveals the consequence *health* which is strongly linked to the *longevity* personal value. The top level of HVM involves *feeling happy*, suggesting that at this age range, individuals decide to buy a product, mainly influenced by the cost associated with affordability.

Substantiating these results, and taking into account similarity with the culture and lifestyle of the location where the current research took place, it can be discussed that males at this age range are possibly concerned about building their future, and therefore, in order to save money as much as possible with a view to cover other needs, they need to buy what is affordable. It is also frequent at this age range that the level of savings is still low, though the need to guarantee health in order to attain longevity is imperative. Satisfaction of needs as well as feeling happy and enjoy the products are also relevant. However, it is all about cost and what is affordable.

Figure 18 illustrates the results for females in the age range 35-54.

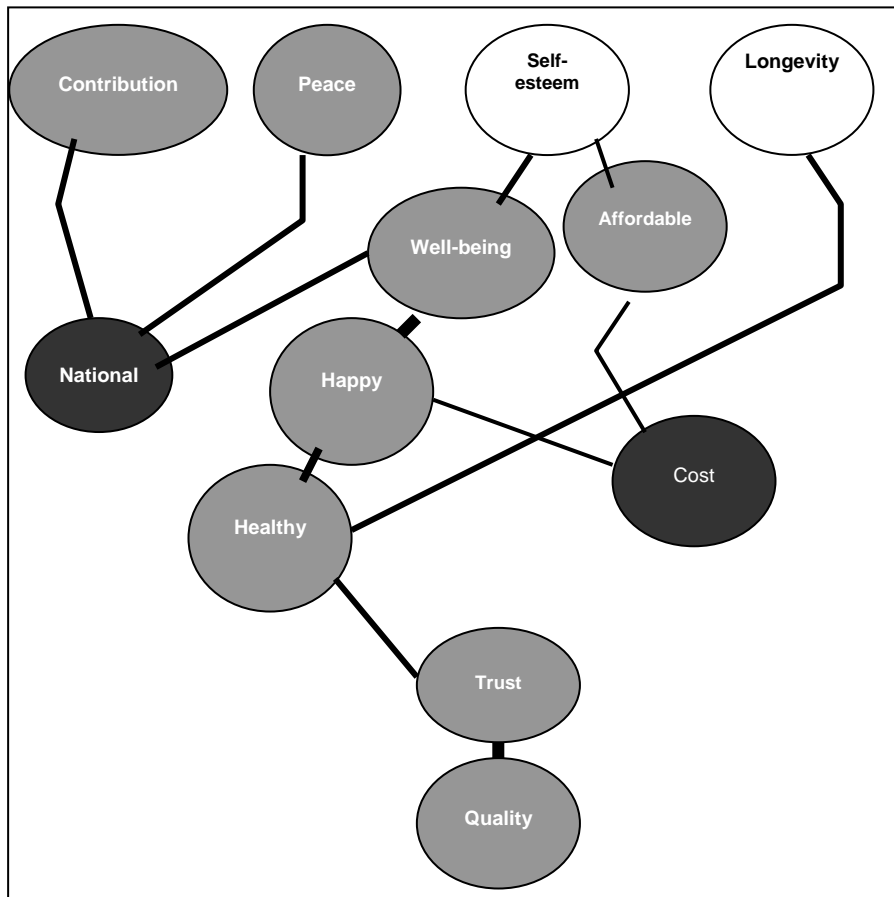
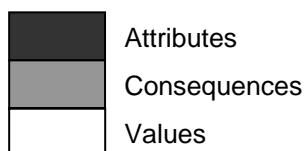


Figure 18: HVM for females at the age range 35-54 – 3.5 cutoff value



The above HVM or chain of meanings illustrates the association of consequences and attributes with the meanings of *self-esteem* and *longevity*. The HVM further suggests that *quality* is the base for decisions to buy, in females between the ages of 35 and 54. The quality attribute is, at this gender and age range, appointed as attribute but also as consequence, and it is primarily associated to *trust*, *healthy*, *feeling happy*, *well-being* and the meaning, *self-esteem*. In the other direction, *self-esteem* is also associated to *affordable* which links directly to *cost*.

The attribute *national* is directly linked to *contribution* and *peace* as well as to *well-being* associated with *self-esteem*. *Longevity* linked to *healthy*, is also evident on the HVM.

Figure 18 suggests that females who fall in the 35-54 age range are mainly influenced by quality, associated with trust, healthy, feeling happy and well-being on one hand, and on other hand influenced by cost associated to affordability. The fact that the product is national and can contribute to well-being also influences the decision. The attributes national and cost are almost at the same level, but *cost* links to the central chain through *feeling happy* and *national* through *well-being*.

Possible argument to substantiate these results are based on the fact that female at this age have gained considerable experience (positive or negative) in buying, and their main concern is how much the product is trustworthy and healthy to the point that can contribute to longevity as well as to happiness well-being and ultimately to bring self-esteem.

Similarly to male consumers at this age range, conscientiousness about the need to contribute to country's economy and industry development is suggested. In females at this gender and age, *national* plays a role when deciding to buy a product, provided that the desired *quality* is perceived. The also HVM suggests that for consumers at this gender and age range *cost* and *national* situate almost at the same level, leading to the assumption that these two attributes are taken into account, only if *quality* is provided.

Analysing well-being satisfaction quality, cost and national

Bringing analysis of some attributes, consequences and values separately provide an understanding of relevance of the motives to consumer with regard to decision to buy "Made in Mozambique" rice.

Well-being is presented as one of the prominent consequences involved in the chain of meanings. Figure 19 reveals that *well-being* (top centre of the figure) is one of the consequences most often indicated with a strong link to *self-esteem*.

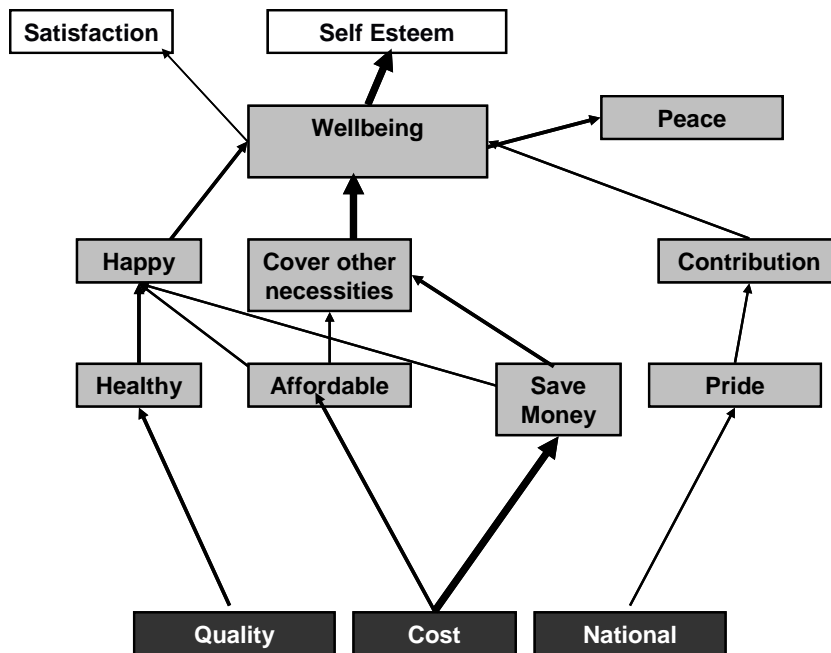
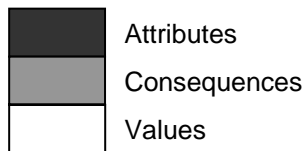


Figure 19: HVM regarding relationships with well-being at 3.5 cutoff value.



This HVM appears different from the rest for two reasons: (1) the intention of the researcher was to clearly group by levels the attributes at lower level, the consequences at intermediate level and the personal values at top level; and (2) it was produced in PowerPoint software selected as an option to do so. However, it was generated as the other HVMs.

The primary chain of meanings associated with the above HVM (figure 19) suggests that the fact that the product is *national*, implies that it enjoys a strong link with a sense of *pride*, further linking it closely with the need for a *contribution* to the country's economy and development, which interrelates with a sense of *well-being* and in turn strongly links to the value *self-esteem* on the one hand while on the other hand, it is linked with *satisfaction* value and the benefit *peace*.

The above figure also suggests that people decide to buy "Made in Mozambique" for cost-related reasons. *Cost* is strongly related to the need to *save money* and

affordability, while both are related to the need to *cover other necessities* as well as feeling happy, in order to achieve *well-being* which is motivated by the desire of *self-esteem* and *satisfaction*.

Figure 19 further suggests that people consider *well-being* as an important benefit to be attained when buying “Made in Mozambique”. *Well-being* leads to *self-esteem* and *satisfaction*, and derives from association of meanings which are based on attributes *quality*, *cost* and *natiional*,

Figure 20 illustrates the associations with regards to satisfaction personal value.

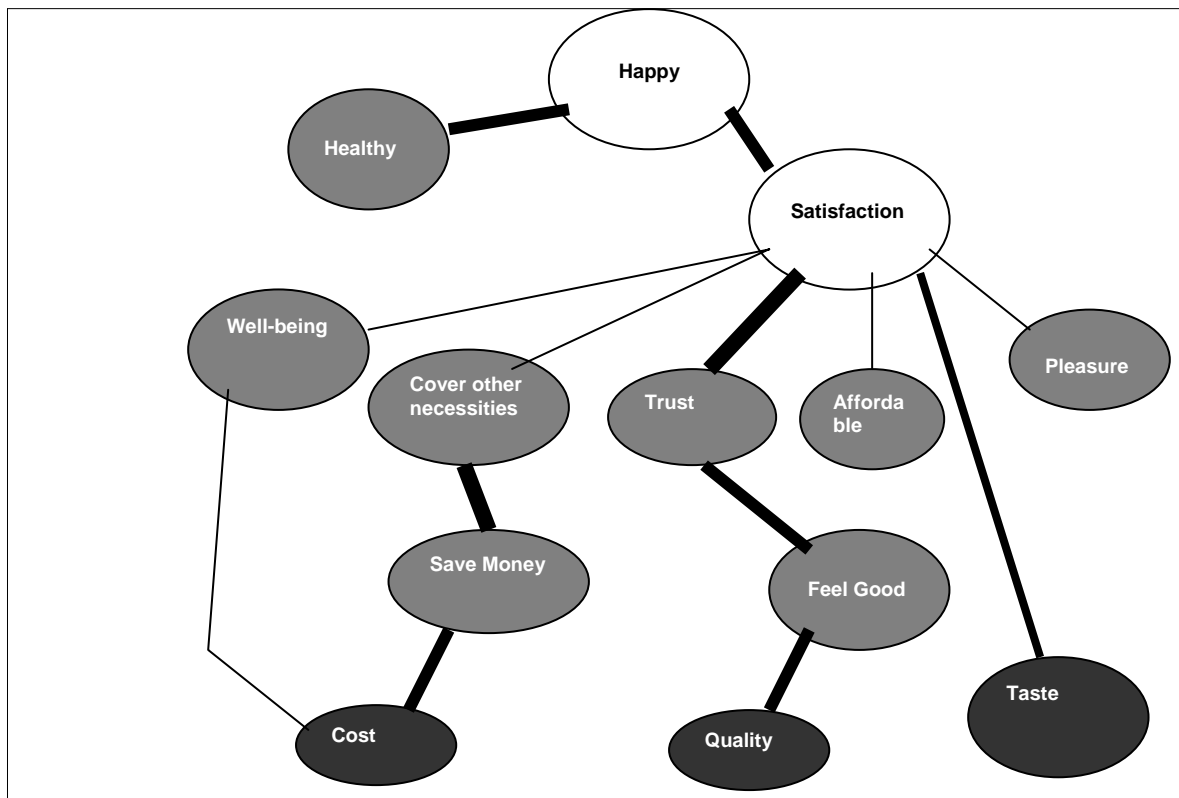


Figure 20: HVM for satisfaction motivation at 3.5 cutoff value

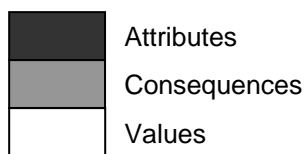


Figure 20 suggests that the meaning *Satisfaction is strongly associated with feeling happy* *trust* and *tast* and also links directly to *well-being*, *cover other necessities*, *affordable* and *pleasure*.

Feelinp happy appears in the above HVM as a personal value strongly associated to healthy.. The attribute associated with well-being is *cost*, and is primarily related to *saving money* and *cover other necessities*. *Quality* is strongly linked with *feeling good* and *trust*, and associated directly with the value *satisfaction*. .

Of the three attributes groupings that served as the basis for respondents' ladders with regards to buying "Made in Mozambique" rice, quality is the most frequently

indicated attribute, (although in the implication matrix – Appendix D - it appears as a benefit, but in some HVMs, it is indicated as an attribute), followed by *cost* and *national*. Separate HVMs were developed in order to summarise the ladders elicited for each of these attribute groupings.

Figure 21 illustrates the results with regard to the attribute *quality*.

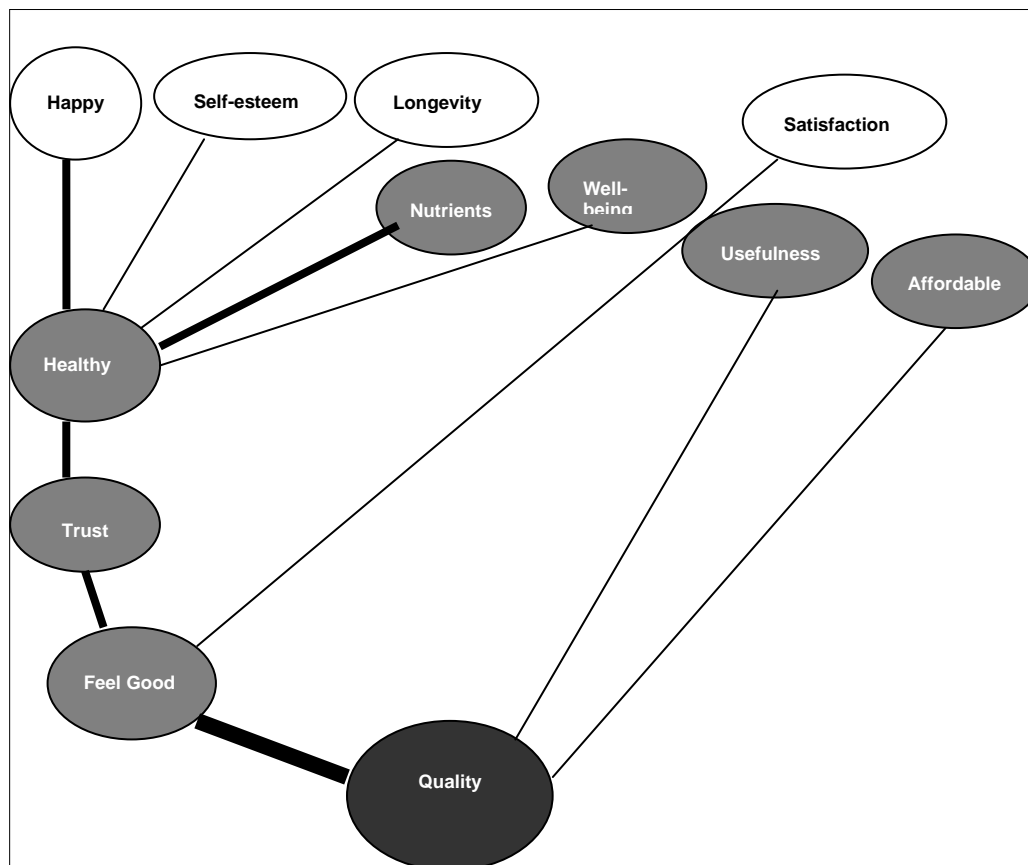
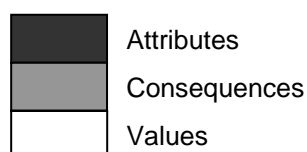


Figure 21: HVM for the quality attribute at 3.5 cutoff value



The HVM for *Quality* (see figure 21) involved different sets of related ladders. At the personal values level (see figure), the HVM's suggestion that *quality* is related to four personal values namely *feeling happy*, *self-esteem*, *longevity* and *satisfaction*.

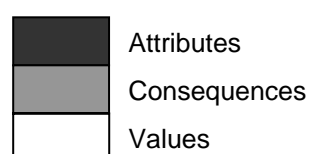
At consequences level, *quality* is strongly associated to *feel good*, *trust*, *healthy* and *nutrients* and *well-being*, and is also associated to *usefulness*, *affordable*.

Attributes that signal quality have been separated into intrinsic and extrinsic cues. Intrinsic cues involve the physical composition of the product. Intrinsic attributes cannot be changed without altering the nature of the product itself and are consumed as the product is consumed. Extrinsic cues are product-related but not part of the physical product itself. They are, by definition, external to the product. Price, brand name, product warranty, level of advertising are some examples of extrinsic cues to quality (Olson 1977; Olson & Jacoby 1972, Zeithaml, 1988). The above HVM suggests that consumers regard quality as fundamental and is also viewed in both intrinsic and extrinsic perspectives.

Figure 22 illustrates the results with regard to the attribute *cost*.



Figure 22: *HVM for cost attribute at 3.5 cutoff value*



The second set of ladders (see figure 22) involved the attribute *cost*, which is linked to consequences *affordable*, *save money*, and *cover other necessities* on the one hand and associated to the benefit *peace* on the other. This attribute is also associated with *feeling happy* (as benefit and not a value) and *well-being*. In terms of high level motivations, the *cost* attribute is related to *satisfaction* and *self-esteem*.

These results suggest that cost has major influence in the decision to buy a product and it is imperative that this attribute is taken into consideration.

Analysing figures 21 and 22 it is evident that self-esteem, satisfaction are high level motivations that influence the buying decision-making. On the consequences level well-being and feeling happy are the important for buying decision-making.

Figure 23 illustrates the results with regards to the attribute *national*, suggesting its association with the benefit *pride*. The third set of ladders involved the attribute *national* was viewed as important for creating *pride*, which leads to a *sense of contribution*, *well-being* and *peace*.

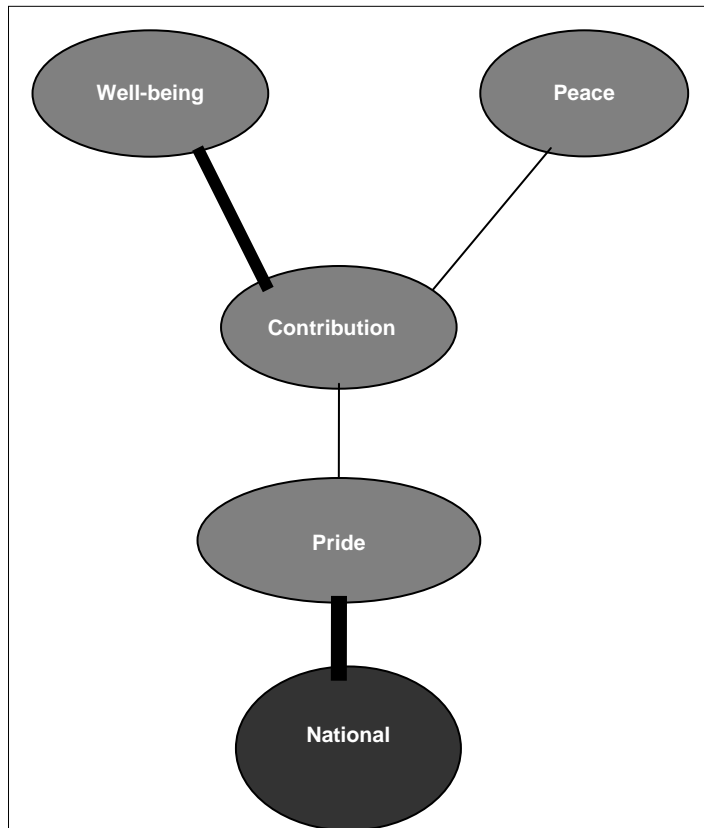
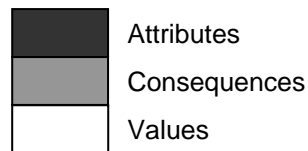


Figure 23: HVM for national attribute at 3.5 cutoff value



In summarising the HVMs for the above attribute groupings, *quality* (see figure 21), involved consequences associated to *feeling good* and thus engendering greater *trust* in the product. Both sets of meanings lead to the benefit *healthy*, which leads to *well-being*, and finally to *longevity*. The other set of meanings, emphasise the importance of *nutrients*, which were viewed as important to *health* (i.e., the *presence of nutrients signifies that the food is more organic*), and this was considered as being important for *longevity* and *feeling happy*; and interestingly, for *self-worth*. These sets of meanings lead to the consumer's *well-being*, and ultimately to the general benefit of *happiness*.

Cost associated to *affordability* and *Saving money* aimed at covering other necessities (see figure 22) is one of the main influencing factors in the decision to buy “Made in Mozambique” products.

The HVM for the *national* attribute grouping (presented in figure 23), involved the attributes *pride*, *sense of contribution*, and *peace* on one hand and *well-being* on the other. This attribute was regarded as important for the sense of *pride* in buying a national product, which was viewed as important for feeling that one is *contributing* to the development of the country, which helps to maintain *peace* and *well-being*.

“Made in Mozambique” rice was also considered as important for *taste*, for three reasons. Firstly, it was perceived as leading to *satisfaction*, which leads to *happiness*. Secondly (see figure 20), it was believed that experiencing *happiness* leads to *well-being*, resulting in *peace*, and ultimately, *self-esteem*. The final set of meanings suggest that *quality* strongly links with *cost* and *affordability*, while it also links strongly with *feeling good* which indicates a very strong link with the desire for *status*.

5.4 ADDITIONAL QUESTIONS

During the laddering technique, some additional questions were posed to all 20 respondents with a view to obtaining greater insight in their buying of “Made in Mozambique” products, as well as to provide more recommendations of the present study. The questions are:

Preference to buy national or imported product

Question: When you go into a shop, do you have a preference for purchasing a national or imported product?

The “Made in Mozambique” campaign

Question: Are you aware of the “Made in Mozambique” campaign?

Question: In your opinion is the Campaign worthwhile, and why?

The above questions and the responses are recorded in the following section

5.4.1 Preference to Buy National or Imported Products

Question: When you go into a shop, do you have a preference for purchasing national or imported products?

<u>Number of respondents</u>	<u>Response</u>
16 = 80%	When they go into a shop they look for quality at a competitive price. And if the national products present these attributes, they will definitely have a preference for national products as a means of contributing to the country and industrial growth.
3 = 15%	They prefer a national product, as long as it is available
1 = 5%	In certain categories, the consumer would prefer imported products because prefers to consume a specific brand and demonstrate brand loyalty to specific imported products.

The above information suggests that it is important to focus on quality at competitive prices if it is intended that consumers buy “Made in Mozambique” products.

5.4.2 The “Made in Mozambique” campaign

Question: Are you aware of the “Made in Mozambique” campaign?

All the participants of the present study affirmed that they are aware of the “Made in Mozambique” campaign.

Comments from the participants point out that the “Made in Mozambique” campaign was initiated very late and that all neighbouring countries already have their specific labels (e.g. “proudly South African”).

Others believe that “Made in Mozambique” is a campaign tainted with misinformation. Its main objective is to promote Mozambican products but it seems that there is not much to promote in the country.

The following extract from an interviewee's response supports the above paragraph.

"...We consume products which are produced locally but display foreign brand names, because some of the Mozambican companies, in order to secure their market, sell their products with foreign brand names. Perhaps this is due to the high level of protectionism by the EU and USA markets, because their arguments are that products from developing countries have no quality and are with less hygiene".

According to Van Ittersum (2002), when a brand product performs in line with consumers' inferred expectations, satisfaction occurs. The perceived satisfaction and the (updated) expectations determine consumers' postpurchase attitude towards the product. Producers try to enhance the perceived value of their products by consumers' associations with the brand name of the product. For loyalty to develop, it is important that the brand consistently performs according to expectations.

This may also be related to the mobilisation campaign for entrepreneurs who operate in the local market to label Mozambican their products with trademarks so that Mozambicans may become familiar with national products.

Question: In your opinion, is the Campaign worthwhile and why?

The following responses were provided:

- 1 It is worthwhile, however, everything is being made too late, it is clear that there is no notion of outlook by the government. This may affect the entrepreneur that without the trade mark [it] may not have the stamp to identify their products in other markets, [and may] probably delay their entering into those markets, whilst other countries are promoting their products and entering into Mozambique. It is important to think how many companies are using that stamp, compared to those who are not using and have no idea about it.
- 2 It is always worthwhile, but I doubt whether the implementation of the campaign is the most correct. The campaign should help the companies to

produce better quality, for the quality is what matters [more] than any publicity campaign.

- 3 I think it is worthwhile, because it is a means to not only divulge the country's brands, but also to encourage people to give value and consume national products.
- 4 I have serious doubts of whether this campaign is worthwhile.
- 5 It is worthwhile, because it will improve the monetary condition of the country.
- 6 It is worthwhile, because it is a strategy for creation of new employments new infrastructure, increase the national wealth, it is a strategy to fight poverty.
- 7 Currently the campaign does not make much sense in Mozambique, because we cannot be proud of something that we do not produce internally in the country. If you look to the companies that have the Made in Mozambique stamp, e.g. the Mozambican Airline, which was the first company to acquire the logo, the Boeing 737-200s that the airline uses, are not property of that company, they are on lease. Does it make sense the logo Made in Mozambique?
- 8 The country imports almost everything from overseas, agriculture in Mozambique is family scale, there are no farmers to supply the country, a country that is unable to produce for its own sustainability should not speak about Made in Mozambique.
- 9 It is worthwhile, because the campaign is aiming to stimulate the production of national products, which brings benefits to GDP and improves the working conditions of all Mozambicans.
- 10 It is worthwhile, but we need to think of a continuous and articulated campaign that involves various stakeholders in the market. We must establish a bridge between the association of producers, local entrepreneurs and the consumers.

11 It is worthwhile because we must give value to what is ours. Both in cultural and in socio-economic terms.

12 It is worthwhile because it helps to boost the national production, which will gradually allow [producers] (to enable) to improve [the] quality of products.

It appears from the above statements that consumers believe that the “Made in Mozambique” campaign is a worthwhile initiative and that it will help companies to enhance quality, stimulate the production of national products and divulge and protect their national brands. They might feel that the “Made in Mozambique” campaign was initiated very late and launched with gaps and misinformation while some may feel doubtful as to whether the implementation has been carried out in the correct manner. According to van Ierssum (2002), consumers’ image of national products boosts their relative attitude towards consumption of these products, based on their beliefs that the protection initiative indeed protects the said products and helps to preserve its exclusivity as well as stimulating the local economy, which would foster production and development and product competitiveness.

5.5 SUMMARY AND INTEGRATION OF RESULTS

The outcomes of the research were discussed in this chapter. Biographical data was presented, indicating that, in terms of gender, the samples of respondents reflect a balance (50% males and 50% females). In terms of age, the majority of respondents in the age range 18-34 were males (35%), and the majority of respondents in the age range of 35-54 were females (35%). Tables, graphs and HVMs were presented together with the interpretations thereof.

The results suggest that the decision to buy the “Made in Mozambique” products is based on the following underlying motives (refer to Appendix D):

Table 3: *Summary of elicited ACV at 3.5 cutoff value*

Attributes	Consequences	Personal Values
<ul style="list-style-type: none"> • Quality • Cost • National • Taste • Natural • Fresh • Presentation 	<ul style="list-style-type: none"> • Healthy • Well-being • Affordable • Save money • Cover other necessities • Feel Happy • Feel good • Trust • Pleasure • Nutrients • Usefulness • Taste • Natural • Fulfilment • Pride • Contribution • Peace 	<ul style="list-style-type: none"> • Satisfaction • Longevity • Self-esteem • Feeling Happy • Self-worth

The ranking of the frequently indicated attributes (*Quality* and *Cost*), consequences (*Happy, Quality, Healthy, Save Money* and *Well-being*) and Personal values (*Happy, Satisfaction, Longevity* and *Self-esteem*) was identified.

This study identifies a variety of factors that help explain how general consequences obtain their meaning for “Made in Mozambique” consumers. In particular, the links involving “quality” and “cost” help shed light on the specific attributes of “Made in Mozambique” that appear to contribute to quality outcomes, and the higher level consequences and personal values that help explain the key role that quality and cost play in “Made in Mozambique” consumers.

Males are mainly motivated by cost when deciding to buy “Made in Mozambique”. This cost is directly linked to affordability associated with the need to save money, in order to cover other necessities, as well as well-being and happiness (see figure 13).

Females, on the other hand, are motivated mainly by quality linked directly to feeling good, associated with trust, health and the presence of nutrients (see figure 15).

Overall, consumers between the age range 18-34 are mainly motivated by cost directly associated to *affordable* (please refer to figure 17), whilst in the age range 35-54 consumers are motivated primarily by cost directly associated to *save money* (see figure 18). This may suggest that in the younger age group consumers buy based on what they can afford, whilst older consumers are more cautious about saving money.

Well-being (see figure 18) appears to be one of consumers’ central motives in purchasing. In almost all the chains of meanings, *well-being* appears to influence the decision to buy and is associated with *quality*, *cost* and the fact that the product is *national*.

With regard to *quality*, respondents manifested that they experience a sense of *feeling good* while consuming “Made in Mozambique” products, condition fostered by the *trust* in the product. The *nutrients* in the local product helped their household to live more *healthily and happily* conducting to *well-being*. This laid the foundation for helping them to develop *happy* families and feel useful to the household, which in turn, produced *satisfaction*, *self-esteem* and *longevity* (see figure 21). Olshavsky (1985) views *quality* as a form of overall evaluation of a product, in some ways similar to attitude. Holbrook and Corfman (1985) suggest that *quality* is a relatively global value judgement. According to Zeithaml (1988) the *quality* of a product is evaluated as being high or low depending on its relative excellence or superiority among products or services a consumer regard as substitutes. The specific sets of products used for comparison depend on the consumer.

With regard to *cost*, they raised the issue of *affordability* strongly associated with *saving money* in order to *cover other necessities* which will mean *satisfaction* and will

also lead to *happiness* and *well-being*, resulting in *self-esteem*. They also express the view that a reasonable *cost* contributes to *living peacefully* (see figure 22).

Similar insights were obtained for the general attribute, *national*. In particular, buying “Made in Mozambique” was viewed as a means to contribute to the *development of the country*, as well as a good way to contribute to *peace* by reducing the unemployment index, promoting the *national* product, and fostering *pride* and *identity*. A number of respondents commented that they buy “Made in Mozambique” products primarily because they are of excellent *quality* at a reasonable *cost*, but the fact that it is a *national* product also plays a significant role in their decision to buy these products.

The other attribute that contributes to the decision to buy “Made in Mozambique” is the *cost* of the product. Respondents indicated strongly that *cost* really matters. The fact that “Made in Mozambique” rice is available at a reasonable *cost* constitutes a strong reason to decide to purchase it, because they can afford to buy it while they will also be able to *save money*, which in turn, will *cover other necessities*, thus leading to *well-being*, *satisfaction* and *self-esteem* at higher levels of motivation.

The series of HVMs, in which specific attribute groupings are examined, provided additional information about the different attributes and consequences important to “Made in Mozambique” consumers. *Quality* for instance, was viewed as being central to maintaining the interest of consumers, while affordable *price* seem to be important for encouraging repeat buying, and a selection of good *nutrients* was considered as important for ensuring that the product was *healthy*.

The means-end linkages identified in the present research demonstrate different ways in which “Made in Mozambique” products might achieve the goal of being perceived as being the best in the country.

It terms of Made in “Mozambique campaign” it appears that urban Mozambican consumers are aware and believe that it is a worthwhile initiative that will help companies to enhance quality, stimulate production of national products, divulge and protect national brands. However, they feel that the “Made in Mozambique” campaign was initiated very late and launched with gaps and misinformation. Some are also dubious as to whether the method of implementation is the most appropriate.

5.6 CHAPTER SUMMARY

This chapter offered an analysis, interpretation and findings of the present study. Firstly, the demographical data of the respondents was presented, followed by the results derived from the generated Hierarchical Value Maps. The chapter concluded with a summary and integration of these results

In chapter 6, the conclusions, limitations and recommendations will be discussed.

CHAPTER 6: CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

The aim of this chapter is to focus on the empirical aims, as described in chapter 1. The conclusions of the present study will be formulated on the basis of the literature review and the results of the empirical research. The shortcomings will then be discussed in the context of the conclusions arrived at from the said research and recommendations for further research will be provided.

6.2 CONCLUSION

Conclusions will be drawn regarding the literature review as well as the empirical research in accordance with the aims of the present research.

6.2.1 Literature Review conclusions

Conclusions were drawn about personal construct theory, means-end theory, and in terms of consumer behaviour, decision-making, motivation, attitudes and perceptions, with specific reference to the contextual framework of the research and the literature reviewed.

6.2.1.1 First aim: overview of the personal construct theory and the means-end theory.

The first aim, namely to present an overview of personal construct theory, and means-end theory, was achieved in chapter 2 (refer to 2.1 and 2.2). The conclusion can be reached that the personal construct theory provides the conceptual foundation for means-end theory and the implied laddering interview technique. These perspectives, are clear in the sense that they guide one to qualitatively understand attributes, consequences and personal values underlying the decisions that consumers make.

Personal construct theory is driven by the basic assumption that an individual's processes are psychologically channelled by the way in which he/she anticipates events. The means-end model provides a succinct approach for characterising the relationships between product's attributes, consequences, and personal values that help to explain how products and services obtain their meaning or personal relevance to consumers through the use of laddering, which is the in-depth semi-structured interview technique employed to identify means-end chains (Kenny, 1984; Reynolds & Gutman, 1988; Olson and Reynolds, 1983;). The above theories are important for qualitative studies in consumer psychology, and their application in Mozambique represent an important development and contributes to the use of HVMs across cultures as well as to further investigations and application of mean-end theory.

6.2.1.2 Second aim: to provide an overview of consumer behaviour – decision making, motivation, attitude and, perceptions

The second aim was to provide an overview of consumer psychology, decision making, motivation, attitudes and perceptions (refer to 3.1). It can be concluded that Consumer Psychology studies how people relate to the products and services that they purchase by studying the psychological variables that influence the behaviour of consumers. It provides opportunities to analyse factors which are most important in the decision-making process, when people decide to buy a particular product. Consumer psychology consequently studies individuals and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas with a view to satisfying their needs while decision-making is applied to the selection of an option from two or more alternative choices. The decision is also influenced by consumers' motivation, attitudes and perceptions (Schiffman & Kanuk, 2004).

6.2.1.3 Third aim: the integration of addressed theories and approaches

Consumers organise information at various levels of abstraction ranging from simple product attributes (e.g. physical characteristics) to complex personal values (Myers & Shocker 1981; Cohen, 1979; Olson & Reynolds, 1983). This leads to the conclusion that the buying decision is a result of the integration of decision-making processes,

motivation, attitudes and perceptions, associated with individual attributes, consequences and personal values towards the product.

6.2.2 Conclusion Regarding the Empirical Research

Conclusions will be drawn concerning the decision to buy “Made in Mozambique” products, with specific reference to the results of the empirical aims of the present research.

6.2.2.1 First aim: to investigate consumer attributes, consequences and personal values underlying the decision to buy “Made in Mozambique” products in a sample of respondents from the urban Mozambican consumer environment

The first aim was achieved in chapter 5. The results indicated that the chain of meanings or the attributes, consequences and personal values that influence the urban Mozambican consumers in their decision to buy “Made in Mozambique” products are primarily (see table 2 and figure 11):

- **Attributes:** Quality, cost, national and taste.
- **Consequences:** Happy, quality, healthy, save money, well-being, affordable, trust, feel good, cover other necessities, peace, nutrients, contribution, pride, usefulness, natural, pleasure and fulfilment.
- **Personal Values:** Happy, satisfaction, longevity, self-esteem, self-worth and actualisation.

6.2.2.2 Second aim: to formulate recommendations for Government and local entrepreneurs for strategic action plans based on the research findings

The second aim will be discussed in section 6.4.

6.2.2.3 Third aim: Formulate recommendations for the practice of Industrial and Organisational Psychology, particularly for Consumer Psychology for further research based on the research findings

The third aim will be discussed in section 6.4

6.3 LIMITATIONS OF THE RESEARCH

The limitations encountered from the literature review and the empirical study are outlined below.

6.3.1 Limitations of the Literature Review

With regard to the literature review, the following limitations were encountered:

- 1 The existing literature that the researcher was able to review, does not address issues related to the specific topic of the present research.
- 2 This is the first study of its nature to be conducted in the country, and as a result, no country-specific reference studies were available.

6.3.2 Limitations of the Empirical Study

The limitations encountered in the empirical study are summarised below.

As with all empirical research, the findings should be evaluated in the context of the particular limitations of the study involved. These limitations include, but are not restricted to, the particular product examined (rice), the type of respondents involved (a number of urban Maputo residents), and the specific methodological/analytical procedures that were employed. Also, the study population included a heterogeneous group, given the fact that a random sample size of (N=20) was arrived at, based on people who voluntarily accepted an invitation to be interviewed. Additional research will need to be conducted in order to assess more attributes, consequences and values involved in Mozambican consumers' decision-making. Nonetheless, this research demonstrates the usefulness of the means-end approach

for developing a richer and more complete understanding of the variety of factors that motivate and guide the behaviour of “Made in Mozambique” consumers.

The sampling was based on voluntary participation, respecting ethical matters, which means that apart from those who agreed to take part, some resistance to collaborate in the study, owing to individual pressures, was experienced from consumers

With consumer psychology being an emerging scientific field of investigation in the country where the study was conducted, a lack of different insight alternatives and background sources for additional input for the study was evident.

Most of the materials for the research were collected in Portuguese and had to be translated into English, including amongst other aspects the literature review and interview information. This may also have influenced the real meaning of what the participant intended to say and what was translated, which may to some extent affect the understanding of the content.

6.4 RECOMMENDATIONS OF THE RESEARCH

Against the background of the abovementioned conclusions and limitations, recommendations for Industrial Psychology and further research in the field are presented below.

6.4.1 Recommendations for the Government and the Local Entrepreneur for Strategic Action Plans Based on the Research Findings

The chains of meanings presented in chapter 5 provide insights into the attributes, consequences and personal values that drive consumers to buy “Made in Mozambique” products (e.g. refer to figure 11). The HVMs suggest implications for advertising strategies. An understanding of the flow of the meanings in order to create a sound advertising strategy is crucial. It is important to concentrate on those chains of meanings and those attributes, consequences and personal values underlying consumers’ decisions, in order to create a more convincing advertisement to encourage people to value “Made in Mozambique” products.

According to the research findings, quality and cost are of relevance to the decision to buy products. It is recommended that “Made in Mozambique” campaign should concentrate its efforts on these attributes (refer to figure 11). National products must be improved in terms of quality, in order to compete, taking into account regional economic integration (within SADC). Otherwise, the country’s industry runs the risk of disappearing, owing to improved quality of products from other countries in the region (e.g. South African products). Quality was indicated as being important in the decision to buy “Made in Mozambique” products (please refer to figure, 12, 14, 18 and 21).

With a view to creating an increased demand for national products as well as supplying the market with high quantities in order to reduce the scarcity of products, it is recommended that quality be improved and prices reduced. Cost constitutes one of the main determinants for consumers when they decide to buy products (see figures 12, 13, 15, 16, 17 and 22).

Businesses, supported by Government, should improve the dissemination of information about national products to consumers, to assist them in making the right choice, once they know the advantages that a product presents relative to others, independently of the price.

With regards to “Made in Mozambique” campaign, it is recommended that encouragement to buy “Made in Mozambique” products should be provided to consumers, through presentation of the advantages in consuming national products. It is further recommended to introduce quality standards to be implemented in the processing of product, as well as in the services offering. These standards should be certified by a knowledgeable institution in order to establish confidence among the end consumers.

“Made in Mozambique” logo should be attributed to companies that supply quality products or companies that offer quality services, locally made or provided.

6.4.2 Recommendations for the Practice of Industrial and Organisational Psychology, particularly Consumer Psychology, and for Further Research based on the Research Findings

It is recommended that a more in-depth and comprehensive study be conducted according to a more representative random sample of consumers and products in order to study the attributes, consequences and personal values underlying consumers' decision to buy "Made in Mozambique" products in the Mozambican context. This will also help to gain true value from the study to support the consumption of "Made in Mozambique" products and a successful implementation of the "Made in Mozambique" campaign.

6.5 INTEGRATION OF THE RESEARCH

The focus of the present dissertation falls on the attributes, consequences and personal values underlying the consumer's decision to buy "Made in Mozambique" products.

The acknowledgement that consumers organise information at various levels of abstraction ranging from simple product attributes (e.g. physical characteristics) to complex personal values, has led to research in the field of consumer psychology, playing a pivotal role in the development of this field of science (Myers and Shocker 1981; Cohen, 1979; Olson and Reynolds, 1983). As a result a technique, referred to as "laddering", has been developed that will enable the investigation of the means-end chain (attribute, consequences and personal values) (Reynolds & Gutman, 1988).

Consumer Psychologists currently utilise this technique in various investigations aimed at understanding the chain of meanings underlying consumer behaviour.

The research aim was to investigate the attributes, consequences and personal values underlying the consumer's decision to buy "Made in Mozambique" products. The findings of the empirical research were presented in chapter 5 and the conclusions related to each of the specific aims of both the literature and said studies were discussed in this chapter.

The research has provided some encouraging results with regard to attributes, consequences and personal values underlying the decision to buy “Made in Mozambique” products. Regardless of the fact that it is a qualitative study, the set of data was too small for significant conclusions to be drawn in support of the research question. Some limitations of the study were presented, including the sample size. However, the findings may offer additional insights and contributions to the “Made in Mozambique” campaign and to the field of Consumer Psychology.

Recommendations have been made for further research. This could be seen as the beginning of a stream of research that could make a significant contribution to the implementation of strategy to foster consumption of national products by Mozambican citizens. It could further contribute the successful implementation of the “Made in Mozambique” campaign, by the Government of Mozambique and society in general.

6.6 CHAPTER SUMMARY

In this chapter, the conclusions, limitations, and recommendations of the study were discussed. Finally, an integration of the research was presented, emphasising the extent to which the results of the study provided support for the decision to buy “Made in Mozambique” products.

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APPENDIXS

8.1 APPENDIX A: AN EXAMPLE OF A LADDERING INTERVIEW

THE DECISION TO BUY “MADE IN MOZAMBIQUE PRODUCTS”

Gender group: Female

Age: 40

- What have you bought recently?
 - **Groceries and vegetables**
- Have you bought any semi-durable products? Or have you bought any product that lasts longer? (explain)
 - **Electrical grill**
- Have you bought perishable consumer goods (bread, milk)?
 - **Rice, cheese, polony, fresh milk, vegetables, bread, sugar, condensed milk.**
- Of all these products that you have mentioned, which of those do you consider important?
 - **Rice, bread, sugar and vegetables**
- Are you aware of the “Made in Mozambique” campaign?
 - **I am aware**
- Do any of these carry the “Made in Mozambique” logo, or are any of those products national?
 - **Rice, bread, sugar and condensed milk.**

- Please indicate the main, or any, differences (how do they differ) that would make you decide to buy national products.

Mozambican rice	South African rice
<ul style="list-style-type: none"> • Good quality • More organic • More vitamins in it • Tasty • Easy to prepare • Economic in terms of cooking time • Cheap 	<ul style="list-style-type: none"> • Time consuming to cook • Less tasty • Difficult to prepare nicely • Too much processing and less organic • Fewer vitamins

- After listing the differences, please look at the list and indicate which of the differences are most important (two or three most important) attributes in deciding to buy.

- **Quality**
- **Natural**
- **Economic**

- Now, please start with the most important of the two/three, then go to the second and the third.

Fist Attribute	Second attribute	Third attribute
<i>Quality</i>	<i>Economical</i>	<i>Natural</i>
Because it has a good quality	Saves time and money	Increase the quality of life
Because it is fresh	Saves resources for other ends	Benefits health
Because a fresh product is more organic	Acquire other important things	Grow healthy
Organic food is good for me to	Family well-being	Save in health expenses

live healthy		
It is important for my well-being	Increased satisfaction	Improve family nutrition
Because I will have sufficient drive and motivation	Happy family	Health
I feel actualised	Healthy family	Success
It increases my self-esteem.	Intelligent family	
	Actualisation	
	Success	

8.2 APPENDIX B: PROBING QUESTIONS

The following probing questions were used:

Q: Why is buying “Made in Mozambique” rice important to you?

A: *Because it has a good quality.*

Q: Why does that matter?

A: *Because it is fresh.*

Q: And why is important that the rice is more organic?

A: *It is important because fresh produce is more organic.*

Q: And why is that important to you?

A: *Organic food is good for me to live healthily.*

Q: Why is it important that you live healthily?

A: *It is important for my well-being.*

Q: And why is well-being important?

A: *Because I will have sufficient drive and motivation.*

Q: And why is that important?

A: *I feel actualised*

Q: And why is feeling actualised important to you?

A: *It increases my self-esteem.*

8.3 APPENDIX C: ADDITIONAL QUESTIONS

Preference to buy national or imported products

Question: When you go into a shop, do you prefer to purchase national or imported products?

The “Made in Mozambique” campaign

Question: Are you aware of the “Made in Mozambique” campaign?

Question: In your opinion, is the campaign worthwhile, and why?

8.4 APPENDIX D:- RANKING OF THE LADDER ITEMS

NR.	Item	Category	Frequency
1	FEELING HAPPY	C	20
2	QUALITY	A/C	19
3	HEALTHY	C	17
4	SAVE MONEY	C	16
5	WELL-BEING	C	16
6	COST	A	15
7	AFFORDABLE	C	14
8	TRUST	C	13
9	SATISFACTION	V	13
10	FEEL GOOD	C	12
11	LONGEVITY	V	12
12	COVER OTHER NECESSITIES	C	11
13	PEACE	C	11
14	SELF-ESTEEM	V	11
15	NUTRIENTS	C	10
16	CONTRIBUTION	C	9
17	NATIONAL	A	8
18	TASTE	A	7
19	PRIDE	C	6
20	USEFULNESS	C	6
21	SELF-WORTH	V	6
22	NATURAL	C	5
23	PLEASURE	C	5
24	FULFILMENT	C	4
25	ACTUALISATION	V	4
26	FRESH	A	3
27	APPEALING	C	3
28	FAMILY CARE	C	3
29	RELATIONSHIPS	C	3
30	STATUS	V	3
31	PRESENTATION	A	2
32	CHOICE	C	2

33	CONSCIENTIOUSNESS	C	2
34	IDENTIFICATION	C	2
35	KNOW THE PRODUCT	C	2
36	LIFE STYLE	C	2
37	RESPECT	C	2
38	RESPONSIBILITY	C	2
39	SUCCESS	V	2
40	ADVERTISING	A	1
41	EXPERIENCE	A	1
42	VOLUME	A	1
43	AVAILABLE	C	1
44	COMPETE	C	1
45	DURABLE	C	1
46	GROWTH	C	1
47	PRODUCT PRICE	C	1
48	CONFIDENCE	V	1
49	CREDIBILITY	V	1
50	DIGNITY	V	1
51	SUCCESS	V	1
	Highest Score		20

8.5 APPENDIX E : IMPLICATION MATRIX

QUALITY	C	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0
		4.12	1.7	0.2	1.10	0.6	0.1	7.8	0.6	0.8	0.1	0.1	0.4	1.3	0.4	0.1
		0.1	0.0	0.0	0.3	1.2	0.1	0.2	0.0	0.0	0.1	1.1	0.0	0.0	0.0	0.0
		0.0	0.4	0.0	0.3	0.0	0.2	0.0	0.1	0.3	0.1	0.1	0.1	0.0	0.0	1.1
COST	A	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.11	0.0	0.0	0.0	0.0	0.0
		0.0	0.3	0.8	1.14	0.0	6.11	0.0	3.3	2.7	0.0	0.10	0.4	0.1	1.1	0.1
		0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.0	0.0	0.7	0.0	0.2	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
NATIONAL	A	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.1	0.0
		0.1	1.7	1.1	0.1	0.0	0.8	0.0	0.1	0.0	0.0	1.6	0.2	0.0	0.1	1.2
		0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
		0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TASTE	A	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
		1.1	0.0	0.0	0.3	1.2	0.0	2.2	1.7	1.1	0.0	0.0	0.0	2.3	0.0	0.1
		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FRESH	A	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
		3.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.2	0.0
		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
NATURAL	C	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
		2.3	0.1	0.1	0.0	0.0	1.1	1.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0
		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.1	0.0	1.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PRESENTATIA		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.2
		0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EXPERIENCEA		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.1	0.0	0.0	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
HAPPY	C	0.0	0.0	0.0	2.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1
		4.6	6.10	3.5	3.4	0.5	0.4	0.0	2.5	1.3	1.3	2.5	1.2	0.0	0.1	2.2
		1.2	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
		0.0	0.7	0.0	1.4	0.0	1.2	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0

ADVERTISINA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0
	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AVAILABLE C	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
VOLUME A	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IDNTIFICATC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	1.1	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
APPEALING C	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	1.1	0.0	0.1	1.2	0.0	0.0	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
HAPPY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
HEALTHY C	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	5.12	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	3.4	2.5	4.4	2.3	0.1	0.0	2.3	3.6	1.1	1.3	1.2	0.0	7.11	0.0	0.0
	0.0	0.1	0.0	0.0	0.2	0.0	0.1	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
	0.0	0.0	0.4	0.0	0.3	0.0	1.3	0.0	1.1	1.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0
WELL-BEING C	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.1	0.0
	0.0	3.5	0.0	3.4	0.1	1.2	1.4	0.0	2.4	0.1	0.2	2.5	1.2	0.0	2.3	1.1	1.1
	1.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	4.7	0.0	2.3	0.0	1.2	0.0	0.1	0.0	0.0	0.0	0.1	0.0	1.1	0.0	0.0	0.0
SAVE MONEYC	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	1.3	3.7	0.0	1.1	5.6	1.1	0.0	0.4	0.1	6.10	2.5	0.1	0.0	1.2	0.0	0.1	0.0
	0.1	0.0	0.0	0.1	0.0	1.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
	0.0	0.7	0.0	0.2	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
TRUST C	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	1.1	0.0
	3.6	0.2	0.0	0.0	0.1	0.1	0.0	3.5	2.3	1.1	0.2	1.2	0.0	0.4	1.1	0.0	0.0
	0.0	0.0	0.1	0.0	1.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

AFFORDABLE	C	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.0
		2.4	0.6	5.8	1.1	0.0	0.0	0.0	2.4	0.2	2.6	2.3	0.0	0.0	0.1	0.1	0.0
		0.0	0.0	2.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.8	0.0	0.2	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0			
CONTRIBUT	C	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.1	4.5	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.4	1.1	0.0	0.1	0.0	0.0
		0.0	0.0	0.0	0.0	0.0	0.0	2.2	1.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
		1.2	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
FEEL GOOD	C	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
		0.4	0.2	3.4	1.8	1.4	0.0	0.0	3.9	1.1	0.4	0.2	1.2	3.3	0.1	1.2	0.0
		0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.2	0.0	0.1	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.1		
SATISFACT	C	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0
		1.3	1.3	2.3	1.3	1.2	0.0	0.0	0.0	0.0	0.2	0.2	0.1	0.0	0.1	0.1	0.0
		0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		1.2	0.0	0.0	0.0	1.3	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0			
NUTRIENTS	C	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
		6.6	0.2	0.0	2.2	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.0
		0.0	0.0	1.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0			
COVER OTHE	C	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
		0.1	3.6	2.3	0.0	1.1	0.0	0.0	3.4	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0
		0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.5	0.0	0.1	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1		
PEACE	C	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.1	0.0
		0.0	1.3	1.2	0.1	0.1	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
		0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		1.1	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
USEFULNESS	C	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
		1.2	1.2	0.0	0.0	0.1	1.2	0.0	1.2	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0
		0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.2	0.0	0.1	0.0	1.1	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0			
PLEASURE	C	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
		0.2	2.3	0.1	0.2	0.0	0.0	0.0	3.4	1.2	0.1	0.2	0.1	0.0	0.1	0.1	0.0
		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
LIVE LONGEV	C	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0
		1.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.1	0.0	1.2	0.1	0.0	0.0	0.0	0.0
		0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0			

FULFILMENTC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1.2	0.1	0.1	0.0	2.2	1.2	0.0	0.2	0.0	0.0	2.3	0.1	0.0	0.1	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PRIDE	C	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.4	0.0	2.2	0.0	2.4	0.0	0.1	0.0	0.0	2.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NATURAL		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FAMILY CARC		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	1.1	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
APPEALING		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TASTE		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RELATIONSHC		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.2	0.0	0.1	0.0	0.0	0.0	1.1	1.1	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RESPECT	C	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
1.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RESPONSIBIC		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
LIFE STYLEC		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

XII

XIII

CREDIBILITY 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
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1.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
DIGNITY V 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
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0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 1.1 0.0 0.0 0.0 0.0
SUCESS V 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
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0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
USEFULNESS 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
CONFIDENCEV 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.1 0.0 0.0 0.0 1.1 0.0 0.0 0.0 0.0 0.0
0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
frequency! 19 15 8 7 3 5 2 1 20 1 1 1 2 3 0 17 16 16 13 14 9 12 13 10
11 11 6 5 12 4 6 0 3 0 0 3 2 2 2 2 1 2 2 0 0 1 0 0 1 1 0 11 0 6 0 4 0 2
3 1 1 1 0 1
20

8.6 APPENDIX F : CONSENT LETTER

TO WHOM IT MAY CONCERN

I, the undersigned, hereby declare that I have voluntarily accepted to participate in this research data-providing interview, under the agreement that my name will not be disclosed.

NAME AND SIGNATURE

DATE